

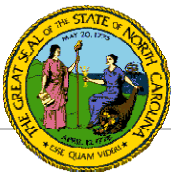
SOE SOFTWARE CORPORATION

RESPONSE TO RFP #13-6974331

Web-Based Election Tools

STATE OF NORTH CAROLINA





LETTER OF TRANSMITTAL

The SOE Software Corporation is pleased to submit the following elections software solutions to The State of North Carolina. SOE Software can confidently commit to completing a successful implementation of each of the Web-Based Elections Tools because of the Company's substantial number of successful implementations of each tool through the years. Eighteen North Carolina counties representing approximately 50% of the State's registered voters have requested and reviewed product demonstrations of the Clarity Elections Suite. These counties have maintained an active dialogue with SOE Software and look forward to the results of this RFP process. SOE Software can be distinguished from the competition by its Experience, Team and Technology.

SOE Software has specialized in election services and technology since 1997. The earliest tools of what is now known as the Clarity Election Suite were Voter Education websites which oriented voters with personalized precinct specific information (i.e. voting equipment tutorials, elected official lists, dynamic sample ballots, polling place finders, etc.). It was our close relationship with our election jurisdiction customers across the Country that led us to the creation of our Elections Software Suite which includes:

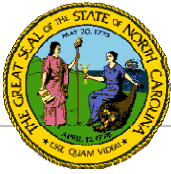


- **Clarity TRAINING** – Online Election Training for Election Officials and Poll Workers Tool
- **Clarity CONTROL** – Online Election Project Management for Election Officials Tool
- **Clarity ENR** – Online Election Night Results Reporting Tool
- **Clarity CONNECT** – Online Election Information Management Tool

Our elections software technology is now in use in 7 States (California, New York, Colorado, Florida, Illinois, Kansas and Texas) and our online training platform, **Clarity TRAINING** has been selected to train more than 180,000 election workers. Our software solutions are currently in use by jurisdictions that use voting equipment from each of the four vendors who have 95% of the voting equipment market including ES&S. The applications were built with each other in mind and have several interactive elements that increase the value of the total Clarity Election Suite of Web Tools built for Elections. Examples of interactivity include CONNECT's ability to achieve past election night results of ENR and CONTROL's dashboards focused on activities of TRAINING such as number of students trained.

Another key distinction of SOE Software is our implementation approach. We leverage our certified Project Management Professionals (PMPs) and our web based project management application **Clarity CONTROL**, to provide a collaborative implementation. This will ensure that the implementation process will be on schedule and within budget. The State of North Carolina will have the ability to securely monitor project deliverables anywhere and anytime with access to the Internet. A customized dashboard will provide summary status of each deliverable. A comprehensive Gantt chart will monitor progress. A role specific calendar will indicate each team member's responsibilities and the status of their efforts.

CONTINUED ON NEXT PAGE



On behalf of SOE Software, we thank you for the opportunity to submit our response to The State of North Carolina. Should you require any clarification or additional information, do not hesitate to contact our offices. Again, thank you for this opportunity and we look forward to a successful engagement with The State of North Carolina.

By signing this letter of transmittal, I agree to supply the requested goods and services detailed in this RFP and I acknowledge receipt of any and all amendments to this RFP.

SOE Software Corporation

Name of Business

Signature of Officer

500 N. West Shore Blvd., Suite 300

Address

Marc J. Fratello

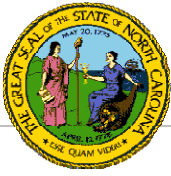
Name

Tampa, FL 33609

City, State, Zip

Chief Executive Officer

Title



WHO IS SOE SOFTWARE?

Focused on the needs of Election Officials and their staff

SOE Software provides Elections Officials and their staff with the tools they need to optimize elections operations, to create confident voters and to manage the myriad of tasks necessary to conduct a successful election. Our easily implemented software suite assists Officials at all levels, by providing easy to implement election information web automation tools and accountability-based online election worker training. SOE Software is a national software vendor dedicated to elections that has developed software products exclusively for the election process.

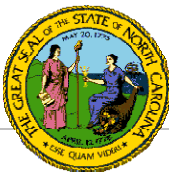
| | |
|--|--|
| Company Name | SOE Software Corporation – a Florida Corp. |
| Corporate Headquarters Address | 500 N. West Shore Blvd. Ste. 300 Tampa, FL 33609 |
| Company Web-site Address | www.soesoftware.com |
| Contact Representative Name and Title | Chris Peifer, Vice President of Business Development |
| Representative Phone and E-mail | (813) 490-7141; (813) 389-4389; cpeifer@soesoftware.com |
| SOE Software Federal Tax ID | 82-056-5032 |

SOE SOFTWARE LEADERSHIP

| | | |
|--|-----------------------|---|
| Chief Executive Officer | Marc Fratello |  |
| Chief Operations Officer | Bruce Bennett |  |
| Chief Technical Officer | Mark Schneider |  |
| Vice President – Business Development | Chris Peifer |  |

Our company consists of former election officials and software professionals. Based in Tampa, FL within Hillsborough County, SOE Software has been incorporated for five years. The Company employs over 33 full time staff members. SOE's number of full time employees can be summarized as follows:

- 1/1/08 – **43** - * Forecasted
- 1/1/07 – **26**
- 1/1/06 – **20**

**SOE Software Highlights include:**

- Election Customers in 7 States (CA, CO, FL, NY, IL, KS, TX)
- The Nation's leader in Software built for Elections
- All applications are being utilized for all major voting systems
- Products enhanced through collaboration with election officials
- Each application built with the others in mind (interactive elements)



SOE Software provides Elections Officials and their staff with the tools they need to optimize elections operations, to create confidence with voters, and to manage all the tasks necessary to conduct a successful election. Through our experience and superior solutions, we have gained the unwavering trust of top election officials nationwide. SOE Software has successfully collaborated with State and County election officials to produce solutions for jurisdictions serving approximately 25 million registered voters nationwide.

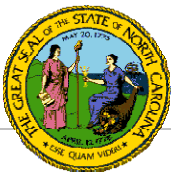
Election Offices are facing rapid change, complex voting equipment, and increasing scrutiny by the public and press. These and other evolutionary forces on Election Offices require technologies that are designed to assist Election Officials with their efforts to provide transparency. The Clarity Election Suite from SOE Software provides election workers, the Press, and the Public transparency into Elections.

FINANCIAL STABILITY

SOE Software Corp. is a privately held company headquartered in Tampa, FL. The company was incorporated in 2002 and has been providing election specific software solutions to election officials since 1997. Currently over 30 jurisdictions in 7 states (California, New York, Florida, Texas, Kansas, Colorado, and Illinois) utilize products within SOE Software's Clarity Suite. SOE Software has been profitable the last two fiscal years and is growing rapidly, its management team has successfully founded and grown numerous technology companies into large (>\$40,000,000 in revenue and in excess of 400 employees) organizations. Besides being well funded and cash flow positive, SOE Software has a large unused bank line of credit and many great trade and banking references. Our corporate insurance coverage meets or exceeds all of our client's requirements.

EXAMPLES OF IMPLEMENTATION PROJECTS RECENTLY COMPLETED

| County Name | Voting System | Completion Date |
|-------------------------|---------------|-----------------|
| Butte County, CA | Diebold | October 2006 |
| Santa Clara County, CA | Sequoia | October 2006 |
| Broward County, FL | ES&S | September 2006 |
| Miami-Dade County, FL | ES&S | August 2006 |
| DuPage County, IL | Diebold | March 2007 |
| Dallas County, TX | ES&S | January 2006 |
| Contra Costa County, CA | ES&S | June 2007 |



In addition to the partial list of recent project completions above, SOE Software is currently in various stages of implementation with multiple jurisdictions. A short list of current implementation projects includes:

EXAMPLES OF IMPLEMENTATION PROJECTS IN PROGRESS

| County Name | Voting System | Reg. Voters |
|-------------------------|---------------|-------------|
| State of New York | Multiple | 11,200,000 |
| Ventura County, CA | Sequoia | 378,000 |
| Shasta County, CA | Sequoia | 90,000 |
| Lee County, FL | ES&S | 310,000 |
| Lake County, IL | ES&S | 374,000 |
| City of Rockford, IL | ES&S | 82,000 |
| City of Bloomington, IL | ES&S | 40,000 |
| Tarrant County, TX | Hart | 900,000 |
| Williamson County, TX | ES&S | 205,000 |

MARKET FOCUS & DIFFERENTIATION

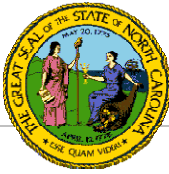
SOE Software provides its Clarity Election Suite of products exclusively to the elections industry. This focus empowers our customers to benefit from "best practices" gained from our clients who, in many cases, are national election leaders. We are proud to admit that our customers are our most effective sales force.

The components of SOE Software's Clarity Election Suite are differentiated from the market based on their origin and maturation. Each of our software tools have been built collaboratively with our election customers through years of their precise input. SOE owns all source code of the Election Suite and is not beholden to third party software providers. The North Carolina State Board of Elections will not have to be concerned about "partners" long-term commitment to Elections or SOE's ability to respond to their future software requirements.

We are pleased to be able to provide these tools to enable election officials to be more effective and productive in accomplishing their goal of perfect elections.

ACKNOWLEDGEMENT

SOE acknowledges the receipt of all amendments of RFP NO. 13-6974331.



COST RESPONSE FORM

The following outlines our pricing model for SOE Software's Online Web-Based Election Solutions. The model includes State Required Election Administration content and also includes customization for The State of North Carolina.

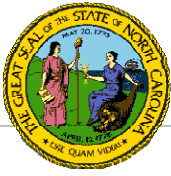
SERVICE COST PROPOSAL TABLE

The scenario below illustrates an implementation cost. These fees include the comprehensive project management process of implementation, installation and training. The Clarity Training implementation cost includes all of the content production.



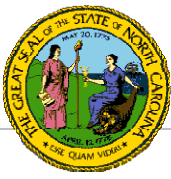
| Online Election Training for Election Officials and Poll Workers Tool | | |
|---|---------------------|---------------------|
| Deliverable | Total Cost | Monthly Service Fee |
| 1st Year Hosting and Support <i>Includes:</i> <ul style="list-style-type: none"> ▲ Implementation ▲ Training ▲ Technical and User Documentation | \$ 1,121,250 | \$ 93,438 |
| 2nd Year Hosting and Support | \$ 107,640 | \$ 8,970 |
| 3rd Year Hosting and Support | \$ 107,640 | \$ 8,970 |
| 4th Year Hosting and Support | \$ 107,640 | \$ 8,970 |
| 5th Year Hosting and Support | \$ 107,640 | \$ 8,970 |
| Conversion of WBT to CBT and DVD training media – minimum of 500 | \$ 3,500 | |
| System alterations and changes – hourly rate | \$ 150 | |

| Online Election Project Management for Election Officials Tool | | |
|---|-------------------|---------------------|
| Deliverable | Total Cost | Monthly Service Fee |
| 1st Year Hosting and Support <i>Includes:</i> <ul style="list-style-type: none"> ▲ Implementation ▲ Training ▲ Technical and User Documentation | \$ 897,000 | \$ 74,750 |
| 2nd Year Hosting and Support | \$ 86,112 | \$ 7,176 |
| 3rd Year Hosting and Support | \$ 86,112 | \$ 7,176 |
| 4th Year Hosting and Support | \$ 86,112 | \$ 7,176 |
| 5th Year Hosting and Support | \$ 86,112 | \$ 7,176 |
| Conversion of WBT to CBT and DVD training media – minimum of 500 | \$ 3,500 | |
| System alterations and changes – hourly rate | \$ 150 | |



| Online Election Night Results Reporting Tool - STATE | | |
|---|------------|---------------------|
| Deliverable | Total Cost | Monthly Service Fee |
| 1st Year Hosting and Support <i>Includes:</i> <ul style="list-style-type: none"> ▲ Implementation ▲ Training ▲ Technical and User Documentation | \$ 627,900 | \$ 52,325 |
| 2 nd Year Hosting and Support | \$ 60,278 | \$ 5,023 |
| 3 rd Year Hosting and Support | \$ 60,278 | \$ 5,023 |
| 4 th Year Hosting and Support | \$ 60,278 | \$ 5,023 |
| 5 th Year Hosting and Support | \$ 60,278 | \$ 5,023 |
| Conversion of WBT to CBT and DVD training media – minimum of 500 | \$ 3,500 | |
| System alterations and changes – hourly rate | \$ 150 | |

| Online Election Information Management Tool | | |
|---|--------------|---------------------|
| Deliverable | Total Cost | Monthly Service Fee |
| 1st Year Hosting and Support <i>Includes:</i> <ul style="list-style-type: none"> ▲ Implementation ▲ Training ▲ Technical and User Documentation | \$ 1,076,400 | \$ 89,700 |
| 2 nd Year Hosting and Support | \$ 103,334 | \$ 8,611 |
| 3 rd Year Hosting and Support | \$ 103,334 | \$ 8,611 |
| 4 th Year Hosting and Support | \$ 103,334 | \$ 8,611 |
| 5 th Year Hosting and Support | \$ 103,334 | \$ 8,611 |
| Conversion of WBT to CBT and DVD training media – minimum of 500 | \$ 3,500 | |
| System alterations and changes – hourly rate | \$ 150 | |



| Complete Package Discount Price | | |
|--|---|---|
| Deliverable | Total Cost | Monthly Service Fee |
| Online Election Training for Election Officials and Poll Workers Tool Online Election Project Management for Election Officials Tool Online Election Night Results Reporting Tool Online Election Information Management Tool <i>Includes:</i> ▲ Implementation ▲ Training ▲ Technical and User Documentation | \$ 948,750 \$ 759,000 \$ 531,300 \$ 910,800 TOTAL \$ 3,149,850 * Savings: \$ 572,700 | \$ 262,488 |
| 2nd Year Hosting and Support - | \$ 302,386 | \$ 25,199 |
| 3rd Year Hosting and Support | \$ 302,386 | \$ 25,199 |
| 4th Year Hosting and Support | \$ 302,386 | \$ 25,199 |
| 5th Year Hosting and Support | \$ 302,386 | \$ 25,199 |
| Conversion of WBT to CBT and DVD training media – minimum of 500 | \$ 14,000 | |
| System alterations and changes – hourly rate | \$ 150 | |

*** FIVE year discount savings for Complete Package Discount - \$ 847,596**

ASSUMPTIONS

This proposal assumes the following statements are true:

- State can offer the appropriate amount of time and resources to the SOE Software team to complete the project within the specified time frame
- Requirements for the project have been fully disclosed by State
- State resources (personnel, electronic documents, current video) will be available to assist in the completion of this project
- State can grant access to information systems in order to populate pre-enrollment of election worker data.
- State will designate a Project Manager who will be SOE Software's primary contact for all project-related interactions. The State Project Manager will be responsible for coordinating acceptance of deliverables and approval of change requests on behalf of State
- Our price includes all labor, and materials
- Neither party shall be responsible for any incidental, special or consequential damages, and the total liability for all parties will be limited to the total cost of the project
- Travel will be billed to State based on actual expenses incurred

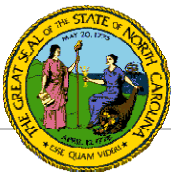
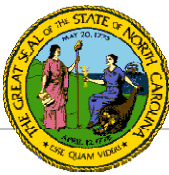


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SECTION ONE: PROPOSAL SUMMARY

SOE Software has specialized in election services and technology since 1997. The earliest tools of what is now known as the Clarity Election Suite were Voter Education websites which oriented voters with personalized precinct specific information (i.e. voting equipment tutorials, elected official lists, dynamic sample ballots, polling place finders, etc.). It was our close relationship with our election jurisdiction customers across the Country that led us to the creation of our Elections Software Suite which includes:

- **Clarity TRAINING** – Online Election Training for Election Officials and Poll Workers Tool
- **Clarity CONTROL** – Online Election Project Management for Election Officials Tool
- **Clarity ENR** – Online Election Night Results Reporting Tool
- **Clarity CONNECT** – Online Election Information Management Tool

Clarity TRAINING - ONLINE POLL WORKER TRAINING

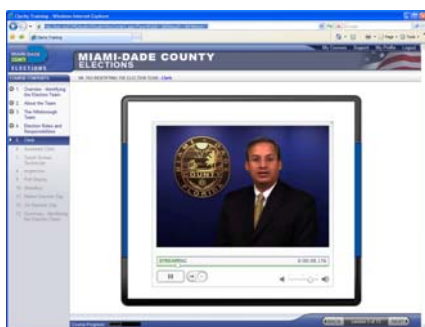


SOE Software's **Online Election Training for Election Officials and Poll Workers Tool** - **Clarity TRAINING** is the nation's **only** online training program proven to provide customized State and county-specific curriculum outlining voting equipment setup, polling place policies, and Election Day procedures and scenarios. To date our competitors have only delivered generic summary level content with no customization. Our team of instructional designers will leverage the experience of working hand-in-hand with more than 30 city, county, and state customers when creating The State of North Carolina's unique online learning experience. Years of experience working exclusively with state and county election officials drives the development of the **Clarity TRAINING** platform. Our history of successful implementations sets SOE Software apart from our competitors.

ELECTION WORKER TRAINING EXPERIENCE

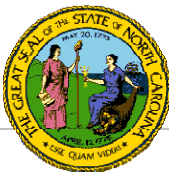
Clarity TRAINING has been selected by more than 30 jurisdictions in 7 states including California, New York, Florida, Texas, Colorado, Kansas, and Illinois. Direct feedback from our customers drives the development of this industry leading online training platform.

- Role-based scenario training
- Best practices in training
- Experience with all major voting equipment vendors



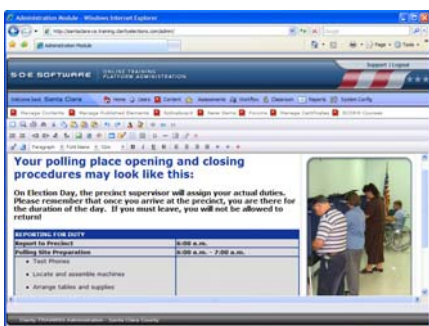
EXTENSIVE EXPERIENCE WITH ES&S CUSTOMERS

SOE Software provides online training solutions exclusively to the elections industry. This focus empowers our customers to benefit from "best practices" gained from our clients, who are national election leaders. We are proud to admit our customers are our most effective sales force. Though we work with all major voting system vendors, a majority of our customers utilize ES&S. Our roster of ES&S jurisdictions includes leaders like Dallas County, TX, Miami-Dade County, FL, Contra Costa County, CA, Lake County, IL, Broward County, FL, and Pasco County, FL. Our success in online election worker training is unmatched.



VOTING EQUIPMENT TRAINING EXPERIENCE

The SOE Software Team has produced and delivered online, interactive video training for both the Optical Scan and DRE solutions from ES&S. The videos provided in these online training courses do not require a media player separately configured from your Internet browser. The student can stop, rewind, pause, and restart videos at anytime during the lesson. These videos can greatly increase retention of election worker's curriculum and are an integral part of student satisfaction with the training platform.

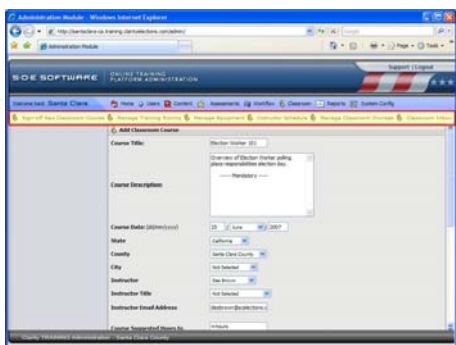


ONLINE CONTENT EDITOR WITH NO "PLUG-INS" REQUIRED

Election training requirements are constantly evolving. It is due to this requirement that the SOE Software online training platform includes an integrated, easy to use editor for content editing for use by either the State or county election administrators. The benefit of the editor being built-in and not requiring a "plug-in" or additional software reduces the cost of editing and eliminates challenges that rise with firewalls and network requirements for third party browser additions. In addition, editing time is greatly reduced.

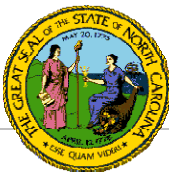
ENGAGING INTERACTIVE ADULT LEARNING

Most adults are one of three types of learners; visual, auditory, or interactive. **Clarity TRAINING** is designed with these learning styles in mind ensuring all students receive consistent instruction regardless of learning style. Through the use of multimedia assets including video, voiceovers, and interactive "edutainment" exercises **Clarity TRAINING** attracts and retains the attention of every poll worker.



ONLINE CLASSROOM MANAGEMENT TOOL

In the ever changing elections environment flexibility is required. To support jurisdictions throughout the United States, **Clarity TRAINING** provides a classroom management tool built to assist in streamlining efforts associated with traditional classroom training. This user friendly portal empowers administrators, staff, and election workers to manage their classroom schedules. **Clarity TRAINING's** classroom management tool reduces your risk of over booking training sessions, or under booking training facilities. Empowering your poll workers with the ability to check registration status, view class availability, and reschedule a training class date, time, or location reduces inbound phone calls to your office.



REPORTING AND CERTIFICATION

Election Administrators have the ability through **Clarity TRAINING** to monitor the progress of all trainees at each stage throughout the online training program. Built-in reporting tools provide a clear view of each trainee's utilization of the online training platform. Monitoring can include which questions are missed most frequently, who has passed/failed and how far along each trainee is within the training curriculum. Test bank driven assessments provide measurements of information comprehension providing an excellent opportunity for re-education of areas of weakness. Randomized questions allow for a truly certifiable training experience.



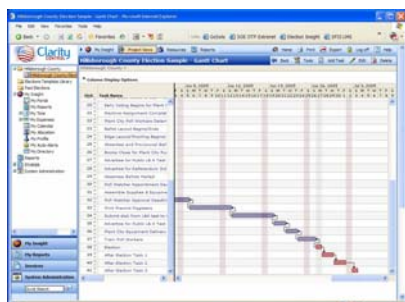
Clarity CONTROL - ELECTION PROJECT MANAGEMENT



The complexity of Election operations requires precision and visibility. SOE Software's **Clarity CONTROL** application has been built specifically for these requirements. The SOE Software team has spent years collaborating with Election Officials across the Country to build this application. This collaboration will continue with plans to expand the solution to include voting equipment inventory management, help desk tracking "issue look-up" and wellness check monitoring. **Clarity CONTROL** addresses the many short-comings of non-election based planning tools. **This will allow the State to have visibility into every county for statewide elections to aide in identifying potential problems.**

Some of the features include:

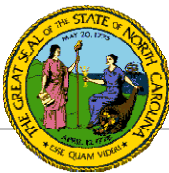
- **Dashboards** - Progress of work summarized for decision makers (i.e. absentee request processing, voter registration processing, voting equipment preparation, training status, and more)
- **Project Management** - Built for elections which allows for planning leading up to elections and after an election is over; the system can handle multiple elections simultaneously
- **Election Calendar** - Statutory events and existing election calendar pre-loaded. Able to filter by Election, Project, Department, or Team Member
- **Cost Management** - Integrated comprehensive tracking tool
- **Role Specific** - Views, tasks, notifications and security
- **Accessible** - Anytime, anywhere secure access via an Internet connection
- **Flexible** - Import and Export to Microsoft Excel, Outlook, and Project



ENSURE THAT YOUR ELECTION IS ON SCHEDULE

Public scrutiny of Elections is at an all time high

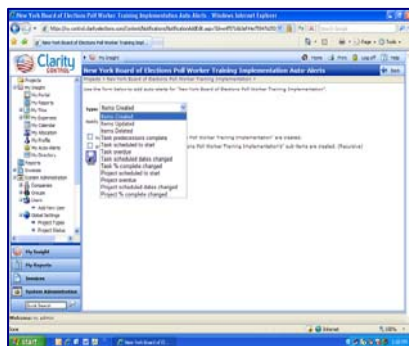
Verifying that each task associated with the Election process has been completed is imperative for success. In this fast-paced environment, elections officials need the ability to quickly identify potential problem areas in their election plan and allocate additional resources to help alleviate the problem. To help with these management issues, **Clarity CONTROL** offers a flexible platform that is very powerful and easy to use.



DASHBOARDS SUMMARIZE KEY DEPARTMENTS AND AREAS

Instant feedback on the health of your organization

Election administrators can “drill down” in specific departments through Dashboards to monitor progress of tasks for that area. If a Dashboard gauge is registering red, this could identify areas at risk. Resources can be shifted to ensure the successful completion of the tasks associated with that area. This flexibility permits the Election Official to mitigate potential issues before they become major problems.



AUTO ALERTS

Customized Notifications

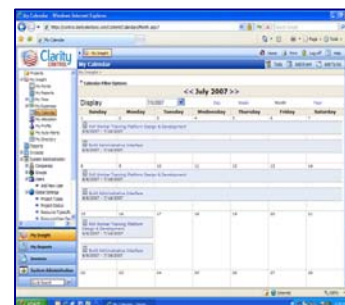
Auto Alerts are instrumental in ensuring resources are on track. **Clarity CONTROL** allows you to customize which tasks need an alert and to whom those alerts will be delivered. If any area of your election is off track, election administrators can be notified of pending deadlines.

GANTT CHART

Clarity CONTROL produces Gantt charts to visually display the flow of tasks from the beginning to completion of a project or election. Utilizing the Gantt chart, an election administrator can see the relationships between tasks from beginning to end and follow the critical path.

CALENDAR VIEWS

Calendar views provide a visual understanding of task dates and details and how tasks overlap other important events. **Clarity CONTROL** allows you to manage multiple calendars for elections, divisions, even resources. These calendars are interactive allowing the perfect view for an election administrator.



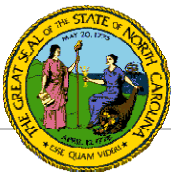
PRE-LOADED FOR SUCCESS

A successful implementation of any project management solution is dependent upon the loading of tasks, statutes, and resources. **Clarity CONTROL** is delivered pre-loaded with all statutory requirements, tasks, and designated resources your organization will need to succeed.



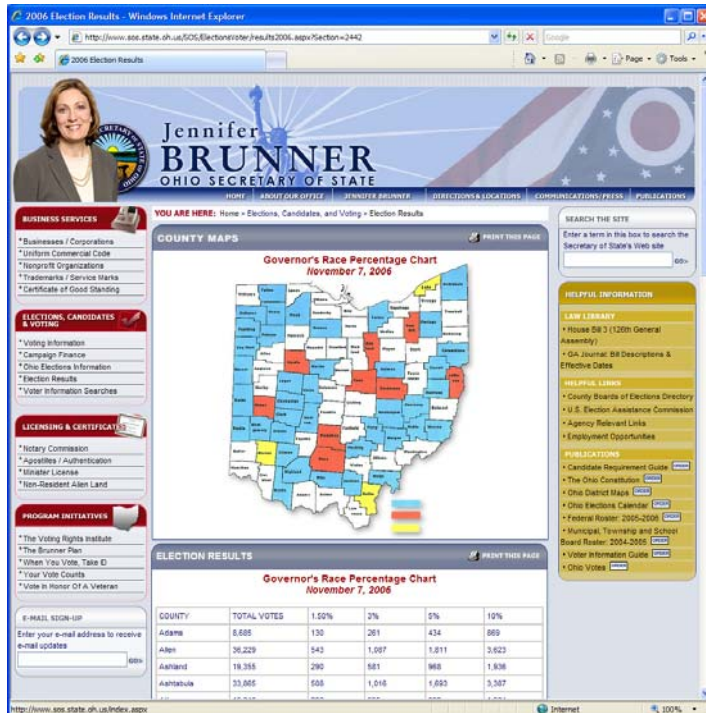
MONITOR RESOURCES

Get ahead of the curve on putting enough resources in place to ensure the timely completion of projects and individual tasks. **Clarity CONTROL** gives elections administrators the ability to take a look at every staff member's work allocation for the day, week, or even month to ensure maximum efficiency of workload.



Clarity ENR - ELECTION NIGHT REPORTING

Present visually captivating election results quickly and easily with **Clarity ENR**. The media, candidates, and the public benefit when an elections official can provide easy to understand data that can be sorted by precinct, vote type and contest. With colorful maps indicating which precincts are reporting results and which candidate or issue is winning in each precinct, this is a must have tool for any election official.



STATE LEVEL

Display captivating, in-depth statewide election results with **Clarity ENR**. This tool allows elections officials to display visually appealing, graphical results along with maps to illustrate voter turnout, totals by vote type, and results by precinct. With brilliant, colorful display this product is a must have for the public and the media on Election Night.

Sample look and feel of Clarity ENR at the State level

ELECTION RESULT SUBMISSION

Simple Fields for Maximum Ease

Clarity ENR – STATE: provides counties with an easy way to submit election night results to the state for instant information for the public and press. No complicated uploads or additional IT staff is necessary to use this data entry tool.

- Secure data submission
- Simple fields for fast results updates
- Predefined fields for each county

CUYAHOGA COUNTY

HOME ELECTIONS DEFAULT SETTINGS

ELECTIONS - NEW ELECTION - MODIFY

Description* GENERAL ELECTION 2006

Election Date* 11/07/2006

GOVERNOR

Ted Strickland 000,000

J. Kenneth Blackwell 000,000

William B. Pairce 000,000

Robert Filtrakis 000,000

ATTORNEY GENERAL

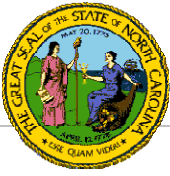
Marc Darm 000,000

000,000

000,000

000,000

Sample of online County Results input entry form

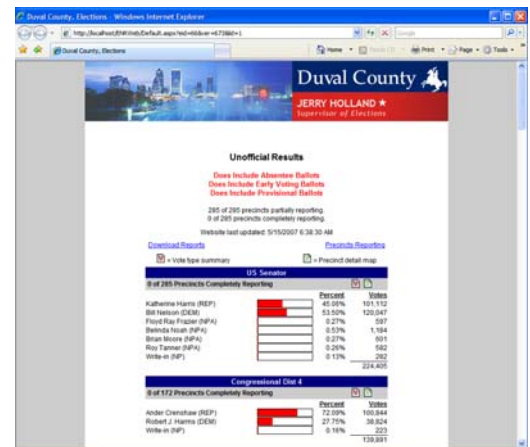


WEB VISITOR EXPERIENCE

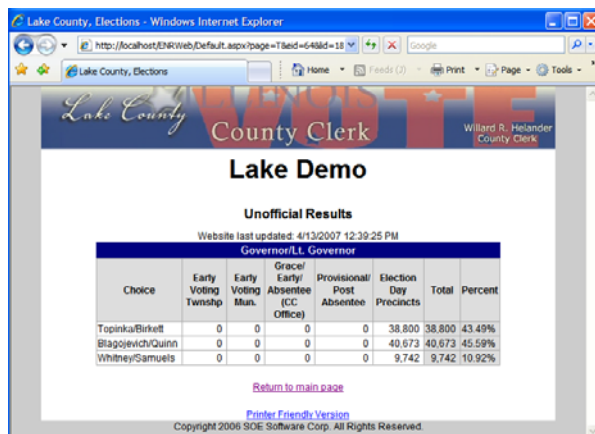
Transparent Election Night Reporting

Through **Clarity ENR**, Election Night Results will be presented graphically, utilizing bar charts and State maps to provide the public with new insight into the status of Election Night reporting.

- Bar Chart Presentation
- Map of State with County results
- Download Reports



SOE customer, Duval County, Florida, displaying bar chart election night results during the November 2006 election.

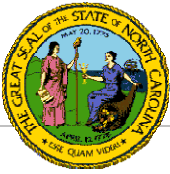


SOE Customer Lake County, Illinois, displaying election night results per race and vote type during the November 2006 election.

Detail Your Web Visitors Appreciate

Through **Clarity ENR**, you will empower your web visitors to query the specific information that is most pertinent to them. Vote type information is delivered for each race or issue on your ballot.

- User specific information
- Results by vote type
- Race or Issue specific detail



"COUNTY LEVEL" CUSTOMIZED USE - OPTIONAL

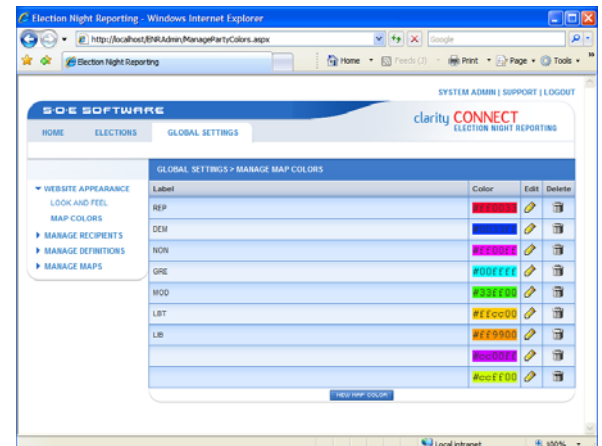
Clarity ENR is also available at the county level to display a highly detailed, visually appealing, graphical display of results along with maps to illustrate voter turnout. In addition, this tool provides county's with vote totals by vote type, and local voting results by precinct.

EASY TO USE

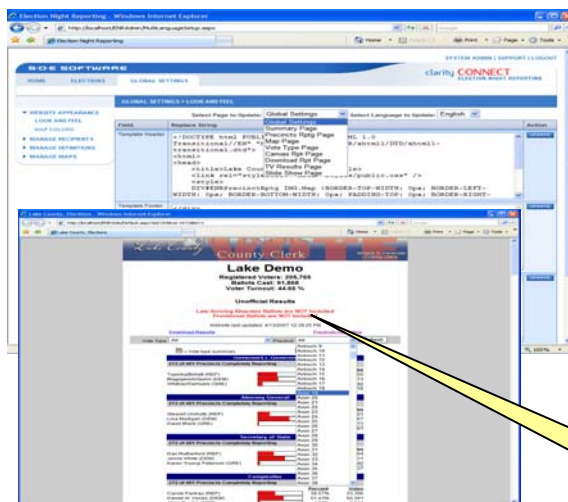
Customization on the Fly

Maintaining the look and feel of your election night results is easy with **Clarity ENR**. Our user friendly interface provides instant updates to maps and text with point and click functionality. Updating your look and feel does not require HTML experience.

- Maintain Look and Feel
- Select party and issue colors
- Edit current presentation



SOE customer updating the look and feel of their map presentation with point and click functionality



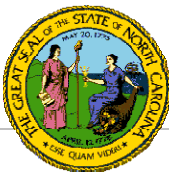
Clarity ENR's built in HTML editor drives the information displayed to your web visitors

HTML Editor

Updates and changes come swiftly in the world of elections. **Clarity ENR** is prepared for such changes and is designed for fast response with a built-in HTML editor to simplify updates to the text presented to your web visitors.

- HTML editor built-in
- NO HTML experience
- On-the-Fly updates to web site

Edited Content

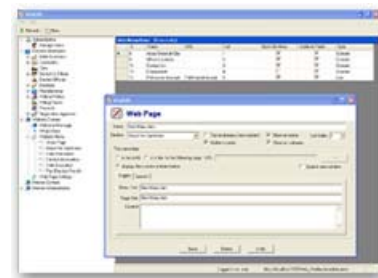


Clarity **CONNECT** - ELECTION INFORMATION MANAGEMENT



Gain control of the information disseminated from your office with **Clarity CONNECT**. This information management system built for elections, enables non-technical staff to manage the presentation of information to the public (voters, candidates, political parties and media). This tool empowers election officials with the ability to manage their website without any programming or HTML coding experience necessary.

For example, adding a new section to the website, a Press Release, or a new address for an Elected Official is as easy as typing in Microsoft Word or any other word processing application. A staff member with the appropriate security clearance can type the new content in or “copy and paste” the content from an existing document. This ease of editing can be utilized from anywhere via an Internet Browser.



PERSONALIZED WEB EXPERIENCE

Deliver “my” information to every web visitor

Your election office website is a direct extension of your organization. Web visitors appreciate personalized delivery of the information provided to them. **Clarity CONNECT** empowers your web visitors with voter-centric information. This individualized level of personalization increases transparency and confidence of your office.

PAST ELECTION DATA MANAGEMENT

Ability to import prior election data

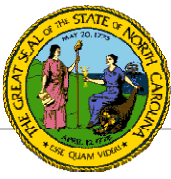
Clarity CONNECT allows elections officials to easily archive election data to become instantly searchable by the public and displays that information in a dynamic format for a custom look with minimal effort.



INTERACTIVE, SEARCHABLE STATISTICS

Query any relevant field

Clarity CONNECT's capability to receive data from the voter registration system enables automatic searches of voter registration statistics. A web visitor can perform a unique search based on captured data points. For example, a search could determine how many registered voters are living in precinct X, registered with party Y, female, and between the ages of 35 and 65.



PROJECT DESCRIPTION

The delivery of The State of North Carolina's services will be successfully implemented in a collective multi-phase process. The process will be interactive, collaborative and involve working closely with the state to develop customized services. These services will be co-produced with the State by capturing existing materials and then applying "best practices" from the SOE Software customer base. The outcome will be a final product that not only meets all statutory requirements (Federal, State and Local) but that is tailored for the unique needs of The State of North Carolina.

Project Phases

Information Gathering, Planning and Security Requirements Phase Overview

SOE Software will immediately begin executing this phase upon notification of award. This will involve making necessary contacts, setting meetings, and aligning resources for action. The planning portion of this phase is a crucial step to ensure the project begins successfully.

Implementation Phase Overview

During the implementation phase, SOE will communicate on a weekly basis. Each deliverable of each component will be reviewed and accepted by the customer. The State point of contact will receive an approval form with detailed instructions on each of the deliverables.

Review and Delivery Phase Overview

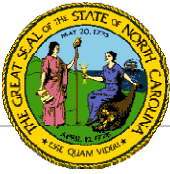
Upon delivery of the selected modules, SOE will create a variety of training tools to teach the State how to use the system: including step-by-step demo video, online help documentation and printable PDF documentation. SOE will also deliver a variety of in-depth training tools for platform administrators. SOE will continue to provide training tips, FAQ and support once the final phase of the project is complete.

State Project Roles

| North Carolina Project Roles | Role Description | Hours Per Month | Duration |
|------------------------------|--|-----------------|----------|
| Project Manager | North Carolina Project Lead | 30 | TBD |
| IT Manager | IT Staff Member responsible for technical oversight and project communication for The State of North Carolina | 10 | 6 months |
| Training Coordinator | North Carolina election worker training liaison for project | 40 | 4 months |
| Equipment Manager | Voting Machine/Equipment Lead coordinator. Responsible for coordination of delivery, set-up and tear down of voting equipment for during filming of training scenarios | 20 | 2 months |

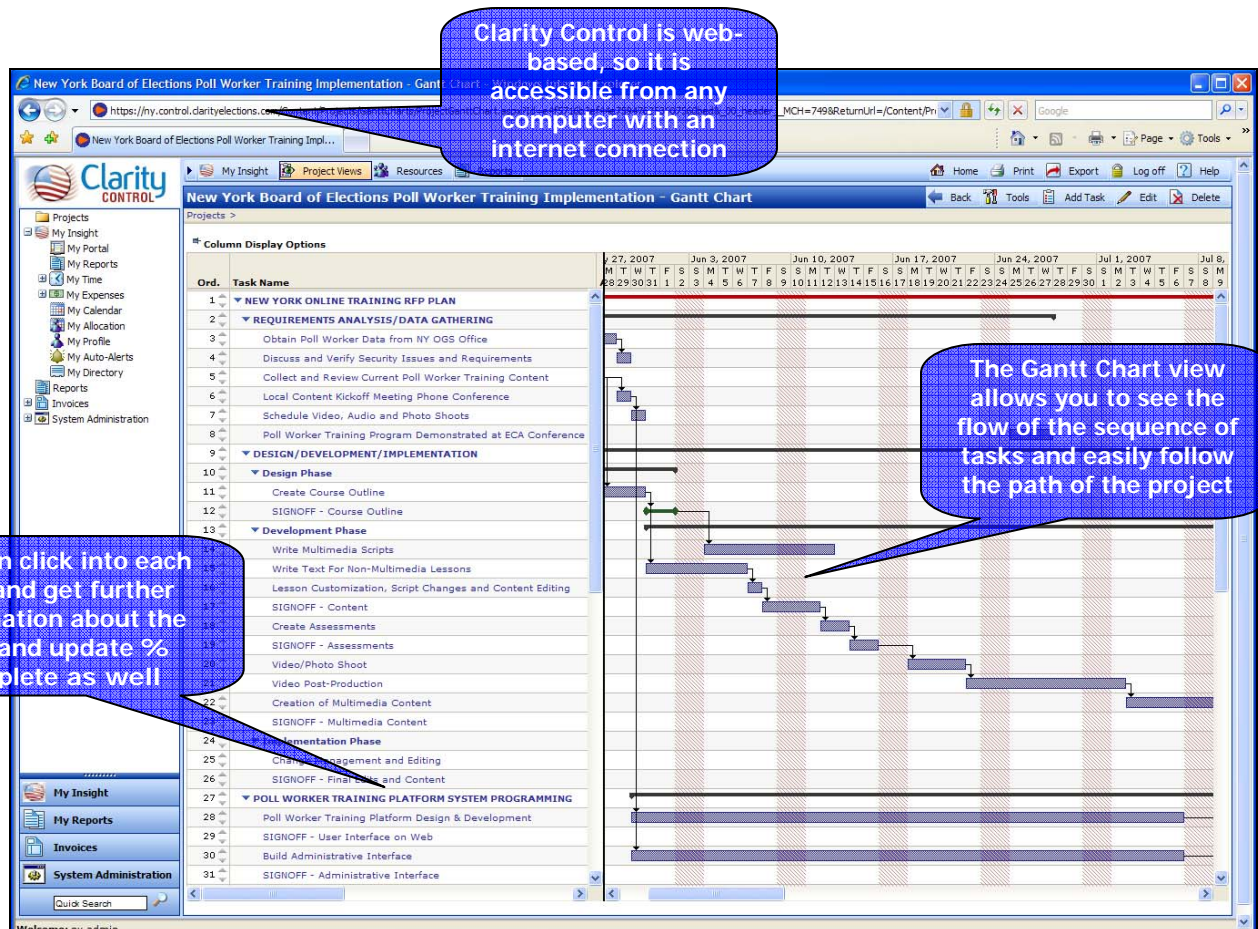
Project Plan

SOE Software will provide a project plan for implementation of **Clarity Election Suite** (see next page)

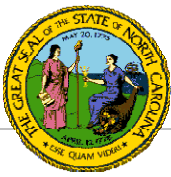


Clarity CONTROL will be used to manage the implementation

SOE Software will provide The State of North Carolina with Live On-Demand visibility into the status of the project via our Online Election Project Management Tool, **Clarity CONTROL**. The State of North Carolina will be provided with secure web based access to the tool. Upon authorized access, The State of North Carolina will be able to view task lists, review Gantt charts and monitor customized dashboards that track the progress of the implementation process. The program is pre-loaded with the project plan which is housed on a secure server, for anytime access on any computer with internet connection. (See screenshot below)



This is a screenshot of the Clarity CONTROL program's Gantt chart capability.



Dedicated Team

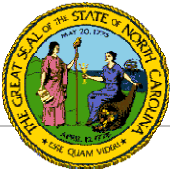
Dedicated resources will be complemented by a deep team of seasoned technology and election veterans. A dedicated Project Manager (PMP certified) will oversee the implementation of all purchased Clarity Election Suite products. Separate Account Managers will be assigned to manage the implementation of each individual product. The entire SOE Implementation Team will personally work hand in hand with the State implementation team to ensure that mutually agreed upon project goals and timelines are met.

Project Communication

All communications will be conducted through SOE's dedicated Project Manager and the State-assigned point of contact. SOE will be preparing and delivering a weekly Executive Summary in addition to weekly conference calls so project participants are aware of the status of the project. Additional items to be discussed will include: next steps of the project, requested materials required to move forward and any foreseeable issues.

State Requirements for Successful Implementation

- Appropriate amount of time and resources offered to the SOE Software team to complete the project within the specified time frame
- Requirements for the project have been fully disclosed by State
- State resources (personnel, electronic documents, current video) will be available to assist in the completion of this project
- State can grant access to information systems in order to populate pre-enrollment of election worker data
- State will designate a Project Manager who will be SOE Software's primary contact for all project-related interactions. The State Project Manager will be responsible for coordinating acceptance of deliverables and approval of change requests on behalf of State



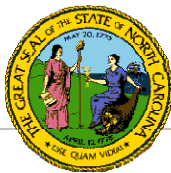
SECTION TWO: RESPONSE TO GENERAL TECHNICAL SPECIFICATIONS

For this section of The State of North Carolina BID NUMBER 13-6974331, SOE Software has copied the content from the original RFP document and merged with our document's formatting to produce our responses.

The inclusive answer to these questions is located under item #6 below and codified by an "A:" in front of our response.

- 1) **Architecture.** The North Carolina Statewide Technical Architecture is located at the following website: (<http://www.ncsta.gov/>). This provides a series of domain documents describing objectives, principles and best practices for the development, implementation, and integration of business systems. Agencies and Vendors should refer to these Architecture documents when implementing enterprise applications and/or infrastructure.
- 2) **Equivalent Items.** Whenever a material, article or piece of equipment is identified in the specification(s) by reference to a manufacturer's or Vendor's name, trade name, catalog number or similar identifier, it is intended to establish a standard, unless otherwise specifically stated as a brand specific requirement (no substitute items will be allowed). Any material, article or piece of equipment of other manufacturers or Vendors shall perform to the standard of the item named. Equivalent bids must be accompanied by sufficient descriptive literature and/or specifications to provide for detailed comparison. Samples of items, if required, shall be furnished at no expense to the State and if not destroyed in the evaluation process, may be returned to the Vendor at the Vendor's expense.
- 3) **All bids shall include specifications and technical literature sufficient to allow the State to determine that the equipment meets all requirements.** This technical literature will be the primary source for bid evaluation. If a requirement is not addressed in the technical literature it must be supported by additional documentation and included with the bid. Bid responses without sufficient technical documentation may be rejected.
- 4) **The State may,** in its sole discretion, investigate any substitute or equivalent goods irrespective of any representation made by a Vendor or manufacturer.
- 5) **Specifications:** Any deviation from specifications indicated herein must be clearly identified as an exception and listed on a separate page labeled "Exceptions to Specification"; otherwise, it will be considered that items offered are in strict compliance with these specifications, and Vendor will be held responsible. Any deviations shall be explained in detail. The Vendor shall not construe this paragraph as inviting deviation or implying that any deviation will be acceptable. Offers of alternative or equivalent goods may be rejected; and if offered, must be supported by independent documentary verification of equivalence to the specified goods.
- 6) **Technical Specifications.** Means, as used herein, a specification that documents the requirements of a system or system component. It typically includes functional requirements, performance requirements, interface requirements, design requirements, development standards, maintenance standards, or similar terms. Compliance with technical specifications is mandatory

A: The Clarity Suite of Products is hosted by SOE Software in a Tier-1 facility located in Tampa, Florida. This means there will be no impact to the State's Infrastructure. The State will not have to support or maintain any application software and/or source code. This responsibility lies solely with SOE Software.



Within our network, there is no single point of failure. Redundant 1 Gbps Internet connections are load balanced by redundant network load balancers. All servers are connected to redundant network switches.

The incoming web traffic is load balanced across multiple web servers. Those web servers are serviced by a multiple node file server cluster and a multiple node database server cluster.

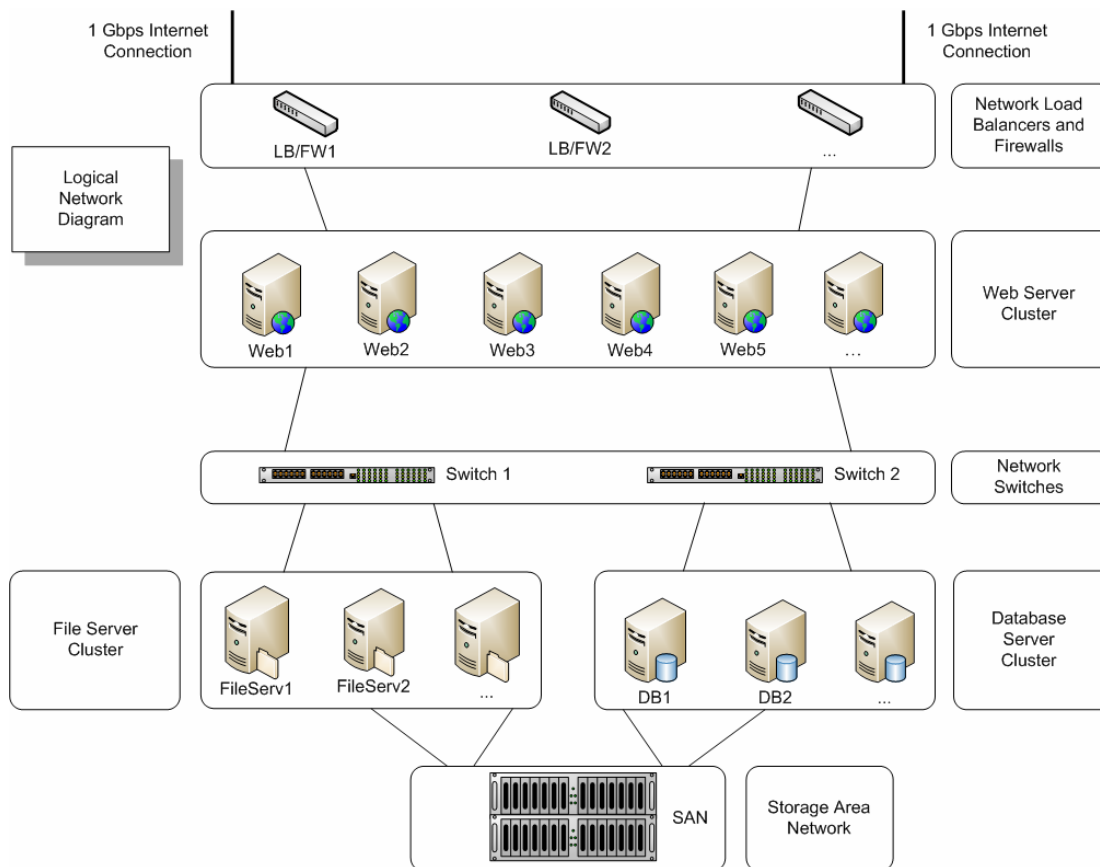
File level backups are performed nightly to both a local disk repository for quick restores, and to our disaster recovery facility in Kentucky. The databases are replicated live to our disaster recovery location.

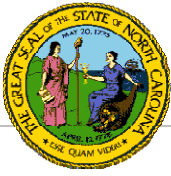
Our current architecture affords us nearly unlimited scalability. We can increase bandwidth to accommodate increased traffic. We can add additional web servers to handle the additional traffic load. We can add additional file and/or database servers to handle the load of additional web servers.

Physical security is provided by our hosting facility. Our facility is outfitted with biometric palm scanners and a secure card-key access to any area of the data center. Additionally, all customer equipment is kept in secure locations. On-site security personnel monitor hosting facilities 24/7 via indoor and outdoor video surveillance. Hosting facility access requires security desk check-in and is managed 24/7.

Application security is handled by Secure Socket Layer for appropriate web sites and Secure File Transfer Protocol where appropriate.

The following network diagram is a logical view of the hardware maintained within our hosting facility. This is a consolidated view for representation purposes only. This **DOES NOT** depict all of the servers within our server farm.

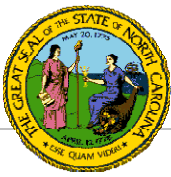




SOE Software believes in producing cutting edge technology that is easily maintainable and provides a stimulating end-user experience.

The Clarity Suite of Products is a web-based solution which can be accessed from any Internet connected computer. It is built from the ground up using state-of-the-art Microsoft development technologies, like the ASP.net programming framework, SQL Server 2005 database servers, and the C# programming language. It is built with a multi-tiered, object oriented architecture which separates the higher level user-interface code from the underlying project class definitions and database access libraries. This architecture allows SOE's development team to remain flexible and easily make changes to customize new features at the request of their customers.

SOE Software uses the most recent Internet technology – AJAX (Asynchronous Java Script and XML) – which offers desktop-like functionality to our web applications. All of the AJAX within our products was developed in-house to meet the custom needs of our applications. For example, the primary welcome page within **Clarity CONTROL**, which offers a summary view of the status of all important project details, allows the users to drag-and-drop, remove and add, and minimize each item. This allows the users to fully customize their own layout just like using a desktop computer program. The project detail pages also offer a desktop-like feel by allowing for in-line editing of task details and changing of options with simple pop-ups. Each of these features does not require the page to be refreshed, which allows the project manager to quickly and easily enter information.



SECTION THREE: RESPONSE TO MANDATORY REQUIREMENTS AND TECHNICAL SPECIFICATIONS

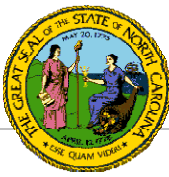
For this section of The State of North Carolina BID NUMBER 13-6974331, SOE Software has copied the content from the original RFP document and merged with our document's formatting to produce our responses. **The answers to the questions are codified by an "A:" in front of our response.**

Requirement #1 – Statewide Uniform Price

| REQUIREMENT #1 – STATEWIDE UNIFORM PRICE |
|--|
| <p>The vendor's proposal shall provide:</p> <p>a) A statewide uniform per month service price for each tool of the software.</p> <p>b) An alternate discount service procurement price for a complete package of all tools.</p> |
| <p>A: SOE will comply with this State requirement</p> |

Requirement #2 – Financial Statements & References

| REQUIREMENT #2 – FINANCIAL STATEMENTS | | | | | |
|---|--------------|-------------|-------------|-------------|-------------|
| The vendor's proposal shall provide: | | | | | |
| a) Total Annual Revenue: State the prime vendor's and each subcontractor's total annual revenue for the past five (5) years if the company has been in business, either as a single entity or as a division, subsidiary, or owned affiliate of a parent company. Indicate the revenues associated with the provision of services to election officials or relevant to the provision of goods and services to election officials. If this information is not available for five (5) years the vendor and the subcontractor(s) shall state the reason(s) why the information is not available. It is not acceptable for a vendor to respond that detailed financial information will be provided only after the vendor is selected as an apparently successful vendor. Failure to provide adequate financial information might lead to disqualification of the vendor from further consideration in this procurement. | | | | | |
| b) Annual Reports: Include the prime vendor's and each subcontractor's most recent annual report and Audited Financial Statements (or SEC filing 10K) for the past five (5) years. If this information is not available for five (5) years the vendor and the subcontractor(s) shall state the reason(s) why the information is not available and provide information that is available. | | | | | |
| A: SOE Software Corporation is a privately held company headquartered in Tampa, Florida focused exclusively on the Elections Market. Being a privately held company, audited financial statements and/or annual reports are not required for our shareholders. The company was incorporated in 2002. SOE Software has been profitable the last two fiscal years and is growing rapidly. Its management team has successfully founded and grown numerous technology companies into large (>\$40,000,000 in revenue and in excess of 400 employees) organizations. [* 2007 projected is based on mid-year performance] | | | | | |
| ANNUAL REVENUE | <u>2007</u> | <u>2006</u> | <u>2005</u> | <u>2004</u> | <u>2003</u> |
| | *\$6,100,000 | \$3,200,000 | \$1,200,000 | \$300,000 | \$240,000 |

**REQUIREMENT #2– REFERENCES****The vendor's proposal shall provide:**

c) References: The vendor must describe its customer base for the proposed products including a profile of geographical areas served, customer size, and type of solutions and services provided. Vendor must submit the company names, addresses, telephone numbers, contacts, and a brief contract description of clients in the United States for whom comparable projects have been completed.

Our experience and Focus exclusively in the elections industry differentiates SOE Software from other companies. SOE Software brings a history of collaboration with election leaders across the United States.

Highlights include:

- Election Customers in 7 States (CA, CO, FL, NY, IL, KS, TX)
- The Nation's leader in Software built for Elections
- All applications are being utilized by ES&S Customers
- Products enhanced through collaboration with election officials



Through our experience and superior quality, we have gained the unwavering trust of top election officials nationwide. SOE Software has been selected by State and County election officials to produce numerous election project plans, interactive voter education websites and training for over 180,000 election workers.

The following customer list by application includes examples of successful implementations. Each of these installs has been delivered on-time and on-budget.

ONLINE ELECTION TRAINING CUSTOMERS

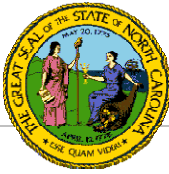
Select jurisdictions using **Clarity TRAINING**

| <u>County Name</u> | <u>Voting System</u> | <u>Reg. Voters</u> |
|-------------------------------|----------------------|--------------------|
| Santa Clara County, CA | Sequoia | 750,000 |
| Butte County, CA | Diebold | 115,000 |
| Dallas County, TX | ES&S | 1,205,000 |
| Broward County, FL | ES&S | 948,000 |
| DuPage County, IL | Diebold | 538,000 |
| Palm Beach County, FL | Sequoia | 778,000 |
| Miami-Dade County, FL | ES&S | 1,050,000 |

ONLINE ELECTION INFORMATION MANAGEMENT

Select jurisdictions using **Clarity CONNECT**

| <u>County Name</u> | <u>Voting System</u> | <u>Reg. Voters</u> |
|--------------------------------|----------------------|--------------------|
| Broward County, FL | ES&S | 948,000 |
| Duval County, FL | Diebold | 548,000 |
| Palm Beach County, FL | Sequoia | 778,000 |
| Arapahoe County, CO | Sequoia | 296,000 |
| Hillsborough County, FL | Sequoia | 635,000 |
| Pinellas County, FL | Sequoia | 594,000 |
| Citrus County, FL | Diebold | 101,000 |



ONLINE ELECTION NIGHT RESULTS CUSTOMERS

Select jurisdictions using Clarity **ENR**

| <u>County Name</u> | <u>Voting System</u> | <u>Reg. Voters</u> |
|-------------------------|----------------------|--------------------|
| Broward County, FL | ES&S | 948,000 |
| Miami-Dade County, FL | ES&S | 1,050,000 |
| Dallas County, TX | ES&S | 1,205,000 |
| Palm Beach County, FL | Sequoia | 778,000 |
| Hillsborough County, FL | Sequoia | 635,000 |
| Pinellas County, FL | Sequoia | 594,000 |
| Citrus County, FL | Diebold | 101,000 |

ONLINE ELECTION PROJECT MANAGEMENT CUSTOMERS

Select jurisdictions using Clarity **CONTROL**

| <u>County Name</u> | <u>Voting System</u> | <u>Reg. Voters</u> |
|-------------------------|----------------------|--------------------|
| Santa Clara County, CA | Sequoia | 750,000 |
| Hillsborough County, FL | Sequoia | 635,000 |
| Lake County, IL | ES&S | 374,000 |
| Pasco County, FL | ES&S | 273,000 |
| DuPage County, IL | Diebold | 538,000 |
| Citrus County, FL | Diebold | 101,000 |

For Product References Please Contact:

Santa Clara County, CA

Philip Chantri

Phone: (408) 282-3027
Email: philip.chantri@rov.sccgov.org
Voting Equipment: Sequoia
Registered Voters: 750,000
Module(s): Clarity CONTROL,
Clarity TRAINING

NY State Board of Elections

Lee Daghljan

Phone: (518) 474-1953
Email: ldaghljan@elections.state.ny.us
Voting Equipment: undecided
Registered Voters: 11,200,000
Module(s): Clarity TRAINING

Shasta County, CA

Cathy Darling

Phone: (530) 225-5730
Email: cdarling@co.shasta.ca.us
Voting Equipment: Sequoia
Registered Voters: 90,000
Module(s):
Clarity TRAINING,
Clarity CONTROL,
Clarity CONNECT, Clarity ENR

Dallas County, TX

Bruce Sherbet

Phone: (214) 819-6300
Email: bsherbet@dallascounty.org
Voting Equipment: ES&S
Registered Voters: 1,205,000
Module(s): Clarity TRAINING, Clarity
ENR, Clarity CONTROL

Pasco County, FL

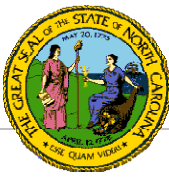
Melba Hamilton

Phone: (352) 521-4302
Email: mhamilton@pascovotes.com
Voting Equipment: ES&S
Registered Voters: 273,000
Module(s): Clarity TRAINING, Clarity
CONTROL

DuPage County, IL

Bob Saar

Phone: (630) 407-5625
Email: rsaar@dupageco.org
Voting Equipment: Diebold
Registered Voters: 538,000
Module(s): Clarity CONTROL,
Clarity TRAINING



Requirement #3 – Delivery Schedule

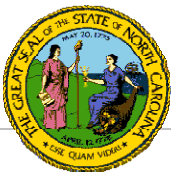
REQUIREMENT #3 – DELIVERY SCHEDULE

The vendor shall provide a detailed schedule for providing the services for hosting a web-based software.

It is the desire of the State Board of Elections to implement, at a minimum, the Online Training and Online Project Management Tools in time for elections that are being held in September, October and November of 2007.

A: Because of the State of North Carolina's award timing, it is our expectation that these time frames are challenging.

| State Time Est. (hrs) | Week | Milestone/Meeting |
|-----------------------|-----------|---|
| | July 18th | Oral Presentation of RFP Proposal |
| | Aug 1st | Anticipated Award Date |
| | Aug 15th | End of Protest period |
| | Aug 30th | Signed Agreement |
| | Sept 4th | Project Kickoff Meetings |
| 4 | Week 1 | Information Gathering and Research Phase – Clarity TRAINING |
| 5 | Week 1 | Information Gathering and Research Phase – Clarity CONTROL |
| 6 | Week 2 | Curriculum Outline Creation, Review, and Approval – Clarity TRAINING |
| 2 | Week 3 | Concept and Design Creation, Review, and Approval – Clarity TRAINING |
| 8 | Week 3 | Kickoff meeting for "Best Practices" Task review – Clarity CONTROL |
| 4 | Week 5 | Content, Text, Voice Over Creation, Review, and Approval – Clarity TRAINING |
| 8 | Week 5 | Scripts Created and Video Shoot in County – Clarity TRAINING |
| 10 | Week 5 | Election team meetings for task associations – Clarity CONTROL |
| 2 | Week 6 | Test Bank Setup, Test Question Creation, Review, Approval – CT |
| 1 | Week 6 | Keyword Creation, Review and Approval – Clarity TRAINING |
| 4 | Week 6 | Survey Creation, Review and Approval – Clarity TRAINING |
| 3 | Week 6 | Asset Review – Clarity TRAINING |
| 2 | Week 7 | Certificate of Completion Creation, Review and Approval – Clarity TRAINING |
| 0 | Week 7 | Upload Material to Platform – Clarity TRAINING |
| 1 | Week 8 | Quality Assurance – Clarity TRAINING |
| 10 | Week 8 | Predecessor and successor tasks team review – Clarity CONTROL |
| 2 | Week 9 | Client Delivery / Launch – Clarity TRAINING |
| 4 | Week 9 | Client Revisions Due – Clarity TRAINING |
| 8 | Week 10 | County review – Clarity CONTROL |
| 10 | Week 10 | Quality Assurance – Clarity CONTROL |
| 8 | Week 13 | Client Hand Off and Training – Clarity TRAINING |
| 8 | Week 13 | Client Delivery / Launch – Clarity CONTROL |
| 8 | Week 13 | Client Revisions Due – Clarity CONTROL |
| 10 | Week 15 | Client Hand Off and Training – Clarity CONTROL |



Requirement #4 – Vendor Requirements

REQUIREMENT #4 – VENDOR REQUIREMENTS

1) The vendor shall be the Application Service Provider (ASP) for the service procured web-based tools.

A: The Clarity Suite of Products is hosted by SOE Software in a Tier-1 facility located in Tampa, Florida. This means there will be no impact to the State's Infrastructure. The State will not have to support or maintain any application software and/or source code. This responsibility lies solely with SOE Software.

REQUIREMENT #4 – VENDOR REQUIREMENTS

2) The vendor shall provide an ASP solution that provides scalability, the ability to secure, reliability, (e.g. no single point of failure) and recoverability.

A: Within our network, there is no single point of failure. Redundant 1 Gbps Internet connections are load balanced by redundant network load balancers. All servers are connected to redundant network switches. The incoming web traffic is load balanced across multiple web servers. Those web servers are serviced by a multiple node file server cluster and a multiple node database server cluster.

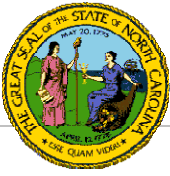
Our current architecture affords us nearly unlimited scalability. We can increase bandwidth to accommodate increased traffic. We can add additional web servers to handle the additional traffic load. We can add additional file and/or database servers to handle the load of additional web servers.

Physical security is provided by our hosting facility. Our facility is outfitted with biometric palm scanners and a secure card-key access to any area of the data center. Additionally, all customer equipment is kept in secure locations. On-site security personnel monitor hosting facilities 24/7 via indoor and outdoor video surveillance. Hosting facility access requires security desk check-in and is managed 24/7.

REQUIREMENT #4 – VENDOR REQUIREMENTS

3) The vendor shall backup the key elements of the platform.

A: File level backups are performed nightly to both a local disk repository for quick restores, and to our disaster recovery facility in Kentucky. The databases are replicated live to our disaster recovery location.

**REQUIREMENT #4 – VENDOR REQUIREMENTS**

4) The vendor shall describe the method of providing secure access to the web-based tools.

A: Application security is handled by Secure Socket Layer for appropriate web sites and Secure File Transfer Protocol when necessary.

REQUIREMENT #4 – VENDOR REQUIREMENTS

5) The vendor shall describe in writing and be prepared to discuss their capability to incorporate NCID security into the software application. NCID information link: <https://www.ncid.its.state.nc.us/>

A: URL addresses for each product of the Clarity Elections Suite can be added to the appropriate section of any website secured by the NCID interface. The State will be responsible for administering access to the products via the NCID security website.

REQUIREMENT #4 – VENDOR REQUIREMENTS

6) All proposed tools must be customizable.

A: All modules of SOE Software's Clarity Election Suite are fully customizable.

REQUIREMENT #4 – VENDOR REQUIREMENTS

7) The vendor shall be responsible for any photographs, videos, characters, props, or other media necessary for production of the programs.

A: SOE will comply with this requirement

REQUIREMENT #4 – VENDOR REQUIREMENTS

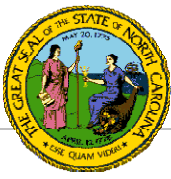
8) The solution must allow the State and County to add media as necessary to localize the program.

A: SOE will comply with this requirement

REQUIREMENT #4 – VENDOR REQUIREMENTS

9) The State Board of Elections (SBE) shall retain ownership of all materials it provides which will be used to customize the training programs.

A: SOE will comply with this requirement

**REQUIREMENT #4 – VENDOR REQUIREMENTS**

10) The vendor shall provide training manuals based on the curriculum in both a Word and PDF format.

A: SOE will comply with this requirement

REQUIREMENT #4 – VENDOR REQUIREMENTS

11) The manual content shall additionally be delivered in the form of Computer Based Technology (CBT) that can be distributed via a CD-ROM.

A: SOE will comply with this requirement

REQUIREMENT #4 – VENDOR REQUIREMENTS

12) The vendor shall provide a technical/administrator manual for the web-based tools.

A: SOE will comply with this requirement

REQUIREMENT #4 – VENDOR REQUIREMENTS

13) The vendor shall provide training in the administration of the web-based manuals to both State and County Board of Election officials.

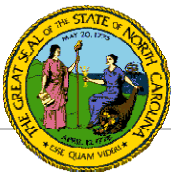
A: SOE will comply with this requirement

REQUIREMENT #4 – VENDOR REQUIREMENTS

14) The Maintenance and Support section of the web-based tools shall:

- Provide Help Desk support availability on a 24 hours a day by seven day a week basis.
- Provide a disaster recovery plan for the hosted application.
- Provide fixes for any bugs or malfunctions at no additional cost to the state.
- Propose terms of a service level agreement (SLA) for application performance and availability.
The SLA shall:
 - Include Service level targets as well as thresholds to trigger penalties.
 - Include service level metrics that are clearly defined and supported by examples.
 - Include a clear definition of SLA penalties.
- Provide remote diagnostic services, modifications as necessary to permit the system to remain current with other system software.

A: SOE will comply with these requirements

**REQUIREMENT #4 – VENDOR REQUIREMENTS**

15) Provide updates to training and technical documentation to support software changes.

A: SOE will comply with this requirement. Materials will be updated periodically and supplemental training will be available on demand or via a provided schedule.

REQUIREMENT #4 – VENDOR REQUIREMENTS

16) The vendor shall assign a PMP certified project manager to the project during the implementation process. It is not required that the Project Manager be on-site.

A: SOE will comply with this requirement – Derek Williams one of our certified PMPs, will be assigned as the Lead Project Manager and will have an office located in the Wake Forest area of North Carolina.

Derek Williams, has 10 years of Information Technology experience across the Government and Financial sectors. He is a certified Project Management Professional (PMP) with numerous years of management experience. Derek has successfully led multiple high profile governmental projects during his career. He has also led the implementation effort of establishing CMM Level 3 process and procedures across multiple organizations.

Derek serves as the overall project manager for SOE Software and is a senior manager in the company. He is the principal planner and organizer of all large implementations and is responsible for allocating appropriate levels of resources for each project.

Derek's experience has given him the skills necessary to handle large scale implementations of software products to clients on or before scheduled delivery dates with maximum efficiency.

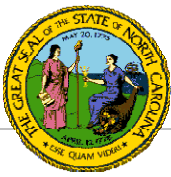
Derek will be located in our North Carolina office starting in September.

Areas of Responsibility: Project Management Lead

Past Experience: 25 Counties Implemented

Time With Company: 3 Years

Educational Background: B.S. - Business Information Systems, University of North Carolina



Requirement #5 –

Online Election Training for Election Officials and Poll Workers Tool

REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Provide training to county election board members, county election officials, election poll workers, and county election technicians.

A: Clarity TRAINING will offer State sponsored training for all levels of users from county election technicians up to elections administrators. This tool is completely flexible and customizable for the best solution to fit the needs of our customers.



REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Operate on Windows compatible computers utilizing a current version of Internet Explorer.

A: Clarity TRAINING operates with all the latest versions of web browsers (both PC and MAC) including Internet Explorer, Mozilla Firefox, Safari, Netscape, and AOL.

REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Must accommodate a minimum of 10,000 registered users.

A: Clarity TRAINING's highly scalable platform and its Tier 1 hosting facility are currently capable of supporting 150,000 simultaneous users.

REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Must accommodate 2,000 simultaneous users.

A: Clarity TRAINING's highly scalable platform and its Tier 1 hosting facility are currently capable of supporting 150,000 simultaneous users.



Provide an interactive, multimedia (video, graphics, auditory, text) experience designed for adult learning styles.

[illegible]

Allow election officials to monitor on-line participation and progress to date.

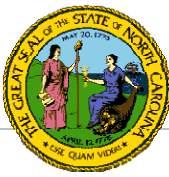
Report Type: Show Users assigned to Danette

Mon 8/26/2013 12:22:54 PM

| Report | Email | SMS | Comments | Supervision | In Supervision | Agency Supervision | Assigned Date | Completed Date |
|--------------|--------------------|-----|----------|-------------|----------------|--------------------|---------------|----------------|
| Report: User | report@danette.com | Yes | None | None | None | None | 08/26/2013 | 8/26/2013 |
| Report: User | report@danette.com | Yes | None | None | None | None | 08/26/2013 | 8/26/2013 |

Provide training to key personnel in various roles including administrators, super-users and trainers.

A: SOE Software's standard project rollout includes the implementation of a train-the-trainer program, on location at The State of North Carolina's office. This training program is available for administrators, super-users/trainers, and key State personnel. Follow-up training and support will be provided through on site visits and our web conferencing based Just-in-Time (JIT) training system.

**REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL
FOR ELECTION OFFICIALS AND POLL WORKERS**

Have the ability to select training with or without sound.

A: The **Clarity TRAINING** platform comes standard with the option to listen to the audio content or to turn it off. Additionally, closed captioning (CC) is available for all courses.

**REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL
FOR ELECTION OFFICIALS AND POLL WORKERS**

Provide an interactive curriculum which provides feedback to the user upon correct or incorrect response to a question.

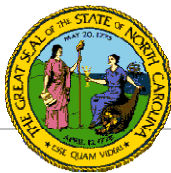
A: **Clarity TRAINING** delivers consistent training by providing a uniform message to every election worker. Online training eliminates inconsistencies found in traditional classroom settings such as distractions, teaching styles, and non-interactive curriculum. **Clarity TRAINING** provides self-paced learning empowering election workers to train on their schedule from the convenience of their desk or the comfort of their home. The addition of the **Clarity TRAINING** program grants every election worker the ability to receive consistent, accurate, up-to-date content.

Clarity TRAINING provides feedback to the trainee explaining why incorrect responses are not correct. This feature is particularly useful for topics that frequently change prior to an election. The tool catches the trainee's attention and points out changes between election cycles.

**REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL
FOR ELECTION OFFICIALS AND POLL WORKERS**

Provide "pop-up" assessments throughout the curriculum to aide the person in retaining the curriculum.

A: The ability to provide assessments as well as obtain the results is critical to success in any learning environment. **Clarity TRAINING** administers assessments throughout the program providing instant feedback for every trainee. These assessments provide an excellent opportunity for re-education and updating seasoned election workers on the rapidly changing election environment.



REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Utilize interactive tools and activities for the user being trained (examples: populate a form, select appropriate answers to questions).

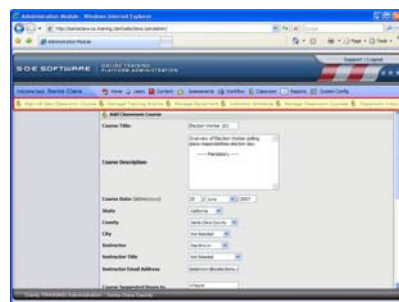
A: The **Clarity TRAINING** platform is designed to appeal to every type of learning style. These methods include visual, auditory, and interactive. In an effort to engage each trainee, **Clarity TRAINING** incorporates multimedia assets such as video, voice, text, and “edutainment”. To ensure the message delivered is customized for The State of North Carolina, SOE Software’s instructional design team incorporates existing training materials used by the State. Throughout development of the curriculum, The State of North Carolina administrators will approve all content.



REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Make available on-line training information or results to users with the appropriate access rights.

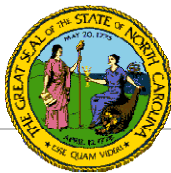
A: Election Administrators have the ability through **Clarity TRAINING** to generate numerous reports throughout the online training program. Built-in reporting tools provide a clear view of each trainee and how they compare to others. **Clarity TRAINING** allows elections administrators to create numerous reports including a pass/fail rate for all registered users, the percentage of completion, feedback, survey results for those who have completed all courses, and the average duration of each course and total time to complete the training process. SOE will work with the State to develop custom reports as needed.



REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Support self-paced training with the ability to discontinue training and reenter at the same page/position at a later time or date.

A: **Clarity TRAINING** has the capacity of handling an unlimited number of modules with the option of future add-ons and customization. The platform gives students the ability to start and stop at anytime. Through platform and course bookmarks, students are automatically directed to the course and lesson which they last attended.



REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Provide trainees a current status of their training upon accessing the system. This status must include the results of all assessments.

A: **Clarity TRAINING** provides a pass/fail rate for all registered users, the percentage of completion, feedback/survey results for those who have completed all courses, and the average duration of each course and total time to complete the training process. Through email and our online reporting tool, **Clarity TRAINING** provides the ability to view reports of scores and progress for each user to provide maximum oversight of the poll worker training process. Both the administrator and the trainee receive the trainee score at the end of each chapter or course. Reports include assessment scores, courses completed, time spent in each module, and any other pertinent information the State desires. This reporting process can be automated to any member of the North Carolina Election Team.

Current Courses

Course Results

Click here to see a list of courses you can re-take for review.

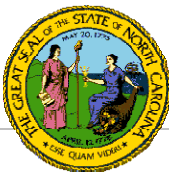
Take a Refresher

| Course | Date Completed | Score | Pass Y/N | Print Certificate |
|-----------------|---|-------|----------|-------------------|
| 1. INTRODUCTION | Sunday, June 25, 2006 At 6:16:43 PM | 100 | Y | |
| 1. INTRODUCTION | Wednesday, June 14, 2006 At 1:47:18 PM | 100 | Y | |
| 1. INTRODUCTION | Thursday, July 27, 2006 At 1:20:37 PM | 100 | Y | |
| 1. INTRODUCTION | Thursday, July 27, 2006 At 4:11:36 PM | 100 | Y | |
| 1. INTRODUCTION | Monday, September 11, 2006 At 12:50:26 PM | 100 | Y | |
| 1. INTRODUCTION | Tuesday, September 05, 2006 At 4:08:57 PM | 100 | Y | |
| 1. INTRODUCTION | Friday, September 08, 2006 At 11:21:55 AM | 100 | Y | |
| 1. INTRODUCTION | Monday, September 11, 2006 At 11:02:00 AM | 100 | Y | |
| 1. INTRODUCTION | Wednesday, September 13, 2006 At 6:05:44 PM | 100 | Y | |
| 1. INTRODUCTION | Friday, September 01, 2006 At 2:05:37 PM | 100 | Y | |
| 1. INTRODUCTION | Wednesday, June 27, 2007 At 4:00:11 PM | 100 | Y | |
| 1. INTRODUCTION | Wednesday, May 23, 2007 At 9:26:02 AM | 100 | Y | |
| 1. INTRODUCTION | Thursday, May 24, 2007 At 10:24:52 AM | 100 | Y | |
| 1. INTRODUCTION | Thursday, May 24, 2007 At 4:47:47 PM | 100 | Y | |
| 1. INTRODUCTION | Thursday, May 24, 2007 At 5:28:57 PM | 100 | Y | |
| 1. INTRODUCTION | Friday, June 02, 2006 At 4:03:35 PM | 100 | Y | |
| 1. INTRODUCTION | Friday, June 02, 2006 At 4:11:47 PM | 100 | Y | |
| 1. INTRODUCTION | Thursday, June 29, 2006 At 6:12:54 PM | 100 | Y | |

REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Include test banks to ensure random sampling of assessment questions so a trainee would encounter a different question on subsequent assessments of the same material.

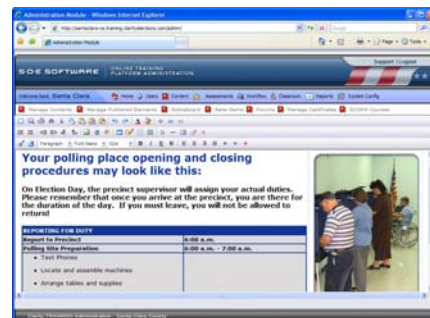
A: The **Clarity TRAINING** platform gives administrators the ability to strategically place tests throughout each module providing certified, test bank driven assessments to analyze the comprehension of the training content. Assessment questions are drawn from Multi-Question test banks to ensure randomization. This provides a unique testing environment for each student regardless of testing frequency. At no time will any two students receive the same assessment questions, thus limiting the possibility of answer sharing. Regardless of the number of times the student takes an individual assessment, they will not receive the same assessment questions in the same order.



REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Be dynamic and provide capability for content addition or modification by authorized users.

A: Clarity TRAINING comes with a built-in on-line editing tool which allows an authorized user to customize content, text, graphics and media elements at any time to stay current with legislative and procedural changes. This user-friendly tool, requires NO html programming experience, and is similar to any word processing program allowing administrators to easily add free text, cut and paste from other documents, or insert pictures and graphics. There is no limit to the number of changes or additions made to the training curriculum.



REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Include password protected administration functions.

A: Clarity TRAINING will allow access into the system by username and password once the user is registered with the State. This ensures no unauthorized access into the program and allows elections administrators to track progress by user.

REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

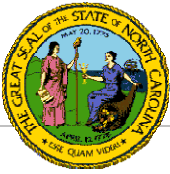
Allow on-line enrollment tracking.

A: Clarity TRAINING enables an election administrator to capture information submitted by perspective enrollees and comes standard with the ability to capture email addresses of trainees.

REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Track the completion of sessions and/or the full course by each enrollee.

A: Clarity TRAINING monitors the progress of each enrollee. Administrators are able to monitor the cumulative status of trainees or the status of an individual enrollee. An enrollee is able to also track his/her progress at anytime through their on-line results screen.



REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

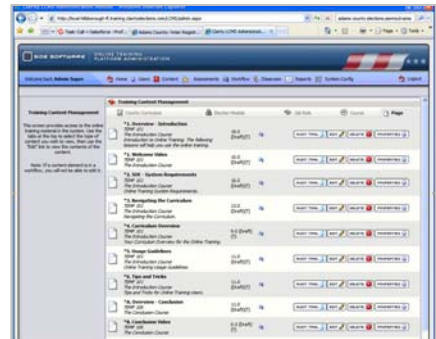
Monitor competency testing scores or performance.

- A:** **Clarity TRAINING's** online reporting capabilities provide election administrators with real time feedback for all Election Officials enrolled in the online training program. In addition to standard reports, administrators may customize ad hoc reports to meet their specific needs. **Clarity TRAINING** is able to provide a pass/fail rate for all registered users, the percentage of completion, feedback/survey results for those who have completed all courses, and the average duration of each course and total time to complete the training process.

REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Maintain a centralized repository and archives of records of trainees.

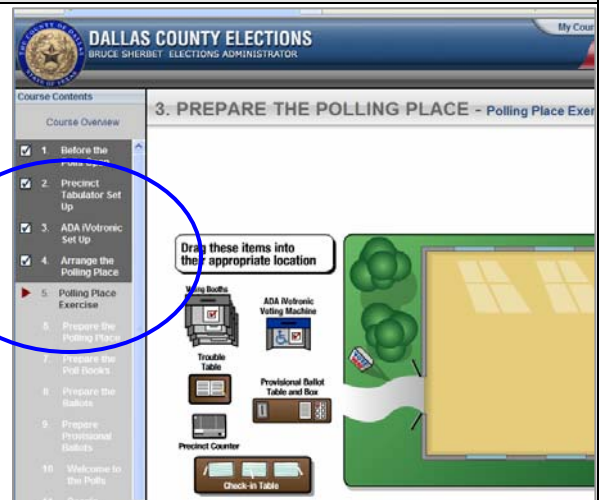
- A:** SOE Software has extensive experience managing our customers' Election Training Platforms. SOE Software hosts election websites nationwide. Our facilities are proven and have comprehensive disaster recovery plans in place. Automated backups of all customer data are made nightly and kept in an off-site facility. Tests for these plans occur semi-annually to validate recovery processes and response times. In the event disaster strikes our facility, all service is transferred to a redundant, alternate facility in another State.



REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

Require trainees to work sequentially through curriculum initially, but once the curriculum is completed, allow for selection of individual modules for review.

- A:** **Clarity TRAINING's** platform requires the learner to take the election worker training courses in sequential order. This requirement provides uniform training. Courses and assessments can be reviewed an unlimited number of times.





**REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL
FOR ELECTION OFFICIALS AND POLL WORKERS**

Have report generation capacity including but not limited to reports generated by date and/or county of enrollees, status, completion, scores, or competency.

A: **Clarity TRAINING's** online reporting capabilities provide election administrators with real time feedback for all trainees enrolled in the online training program. In addition to standard reports, administrators may customize ad hoc reports to meet their specific needs. **Clarity TRAINING** is able to provide a pass/fail rate for all registered users, the percentage of completion, feedback/survey results for those who have completed all courses, and the average duration of each course and total time to complete the training process.

[illegible]

**REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL
FOR ELECTION OFFICIALS AND POLL WORKERS**

Be "role-based", that is, be capable of providing curriculum based upon roles chosen by administrator.

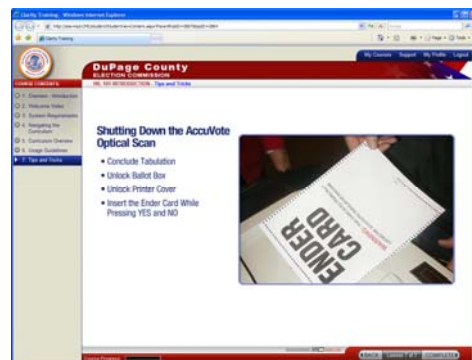
A: Clarity TRAINING enables election administrators to have role-specific courses to maximize the flexibility of election worker training. Modules can be divided into election worker job classification and can be completed in separate sessions ranging from basic overview to detailed job duties and responsibility training. Upon completion of the required curriculum and achieving passing scores in all assessments, the trainee will receive a certificate of completion. The tool will have a record of all certified election workers available to work on Election Day.

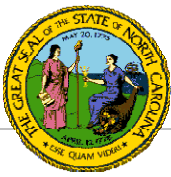
**REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL
FOR ELECTION OFFICIALS AND POLL WORKERS**

The Voting Machine training section of the web-based training tool shall:

A: **Clarity TRAINING** will be customized for installation to provide the following specific training requirements:

- ★ Provide separate and specific training on each certified system and component
- ★ Demonstrate the use of each voting unit including systems for voters with disabilities
- ★ Include set up, operation, and repacking of voting system component
- ★ Include sources for trouble-shooting voting systems
- ★ Demonstrate the tabulation of voting results
- ★ Demonstrate the safeguards to prevent and detect tampering or theft of the voting system
- ★ Demonstrate the printing of a “zero tape” and/or verifying of the zero count before the polls open
- ★ Demonstrate using the battery backup during electrical failure





REQUIREMENT #5 – ONLINE ELECTION TRAINING TOOL FOR ELECTION OFFICIALS AND POLL WORKERS

The Election training section of the web-based training tool shall:

A: Clarity TRAINING will be customized for installation to provide the following specific training requirements:

- ★ Provide the local procedures for election material pick-up.
- ★ Include instruction on how to physically arrange the polling place.
- ★ Review the supplies and forms that must be displayed and reviewed.
- ★ Provide general instructions about the polling place.
- ★ Demonstrate opening and closing of the polling locations on Election Day.
- ★ Demonstrate the process of qualifying voters.
- ★ Demonstrate the processing of voters including processing curbside and provisional voters.
- ★ Display examples of each type of voter that may be encountered.
- ★ Provide instructions for vote tabulation.
- ★ Provide closedown procedures for the polling place.
- ★ Provide instructions for the return of election materials and supplies.
- ★ Provide instructions on what a Polling Observers and Runners can and cannot do.

Requirement #6 –

Online Election Project Management for Election Officials Tool

REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL FOR ELECTION OFFICIALS

Have Election calendars pre-loaded annually with statutory events.

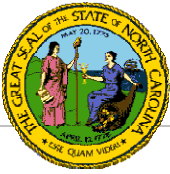
A: Clarity CONTROL comes standard with all election tasks and statutory requirements pre-loaded by SOE Software. When new elections are entered into **Clarity CONTROL**, an authorized elections administrator can simply change the election date, and all tasks, including statutory requirements, will automatically be rescheduled for the new election.

REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL FOR ELECTION OFFICIALS

Display critical election tasks on a Dashboard showing the latest information summarized for decision makers.

A: Clarity CONTROL's user interface consists of a user-customized view of dashboard gauges which illustrate the health of any election currently in progress. Dashboard gauges are updated real time as task % complete is updated by users, resulting in a truly accurate depiction of the status of any election.





REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL FOR ELECTION OFFICIALS

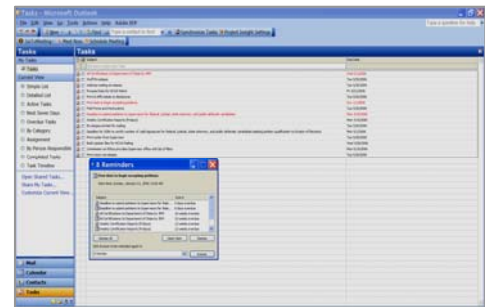
Provide participation for State, district and county officials with the ability to participate at all levels.

A: Clarity CONTROL comes with functionality geared toward total participation of all resources at all levels. With user permission standards, **Clarity CONTROL** ensures that only authorized users can change project information.

REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL FOR ELECTION OFFICIALS

Utilize Project Management tools that can be synchronized with MS Outlook.

A: Clarity CONTROL allows users to update their task status through Microsoft Outlook's task section for updating % complete at any time. This customized function enables users to integrate this product into their daily routine without having to learn any new applications and easily integrate this requirement into regular practices.



REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL FOR ELECTION OFFICIALS

Include an integrated comprehensive Cost Management tracking tool.

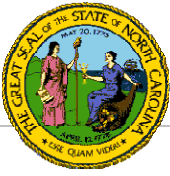
A: Clarity CONTROL comes standard with the ability for authorized users to assign costs to tasks and bill rates to users for cost tracking through the life of an election project. This tool enables administrators to review costs and help prepare for future elections.

| Planned Values | | Work Cost | Bill Work |
|------------------------|--------|-----------|-----------|
| Planned Values | \$0.00 | \$0.00 | \$0.00 |
| Earned Values | \$0.00 | \$0.00 | \$0.00 |
| Total Work | \$0.00 | \$0.00 | \$0.00 |
| Actual Cost to Date | \$0.00 | \$0.00 | \$0.00 |
| Estimate to Complete | \$0.00 | \$0.00 | \$0.00 |
| Estimate at Completion | \$0.00 | \$0.00 | \$0.00 |
| Unplanned | \$0.00 | \$0.00 | \$0.00 |
| Estimate at Completion | \$0.00 | \$0.00 | \$0.00 |
| Unplanned | \$0.00 | \$0.00 | \$0.00 |

| Performance | Planned Value (PV) | Earned Value (EV) | Actual Cost (AC) | Dollar Cost Variance (CV) | % Cost Variance (CV / AC) | Dollar Schedule Variance (SV) | % Schedule Variance (SV / PV) | Cost Performance Index (CPI) | Schedule Performance Index (SPI) |
|---------------|--------------------|-------------------|------------------|---------------------------|---------------------------|-------------------------------|-------------------------------|------------------------------|----------------------------------|
| Work | \$0.00 | \$0.00 | \$0.00 | \$0.00 | | \$0.00 | | | |
| Billable Work | \$0.00 | \$0.00 | \$0.00 | \$0.00 | | \$0.00 | | | |

| Performance | Scheduled Hours (Planned PVH) | Accomplished Hours (Earned EVH) | Actual Hours (AH) | Hours Variance (HV) | % Hours Variance (HV / AH) | Scheduled Hours (Planned PVH) | Accomplished Hours (Earned EVH) | Hours Variance (HV) | % Hours Variance (HV / AH) |
|---------------------|-------------------------------|---------------------------------|-------------------|---------------------|----------------------------|-------------------------------|---------------------------------|---------------------|----------------------------|
| Work Hours | 3,481.25 | 3,964.81 | 3,964.81 | 483.56 | 13.89% | 3,481.25 | 3,964.81 | 483.56 | 13.89% |
| Billable Work Hours | 3,481.25 | 3,964.81 | 3,964.81 | 483.56 | 13.89% | 3,481.25 | 3,964.81 | 483.56 | 13.89% |

| Estimate at Completion | Actuals Plus Remaining Estimate | Actuals Plus Remaining Estimate |
|------------------------|---------------------------------|---------------------------------|
| Hours | 8,723.24 | 0.00 |
| Cost | \$0.00 | \$0.00 |

**REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL
FOR ELECTION OFFICIALS**

Import and Export to other management tools.

A: Clarity CONTROL is capable of exporting election project plans to **Microsoft Excel and Microsoft Project**. Additionally, **Clarity CONTROL** is able to import Microsoft Project and XML plans thus enabling the use of existing project plans for continued use.

**REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL
FOR ELECTION OFFICIALS**

Be role specific with views, tasks, notifications and security.

A: Clarity CONTROL is flexible in displaying data specific to roles within an election. Dashboard Gauges and task groupings are customizable to allow elections administrators to easily monitor the status of their responsibilities. **Clarity CONTROL** also permissions users so that sensitive content is only viewed when authorized.

**REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL
FOR ELECTION OFFICIALS**

Be accessible 24 hours a day, seven days a week.

A: Clarity CONTROL is a web-based hosted solution that is available anytime, any day and any computer. SOE Software's web and data servers are reinforced by dual OC-192 Fiber Loops and an alternate backup hosting facility in a separate state.

**REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL
FOR ELECTION OFFICIALS**

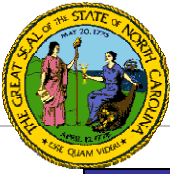
Provide pre-loaded best election practices as approved by the State.

A: Clarity CONTROL comes pre-loaded with all election tasks approved by State elections officials. Using best practices from around the country, SOE Software will guide the implementation process collaboratively to offer the best solution possible.

**REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL
FOR ELECTION OFFICIALS**

Allow an unlimited number of projects and tasks with as many sub-levels of hierarchy as needed.

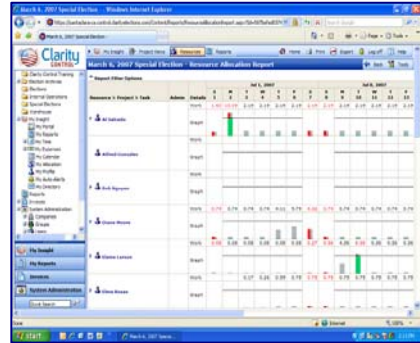
A: Clarity CONTROL is unlimited in the number of projects that can be loaded and utilized. Different levels of viewing data ensure the easiest or most detailed view desired by the user.



REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL FOR ELECTION OFFICIALS

Have the ability to split large tasks into small ones, assign deadlines and team members, specify estimated durations and activity categories.

- A:** Using the various administrative tools available, **Clarity CONTROL** can easily move and assign new resources from task to task, change durations of tasks or expected completion dates with relative ease. With no limit to the length of tasks that are involved to complete an election.



REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL FOR ELECTION OFFICIALS

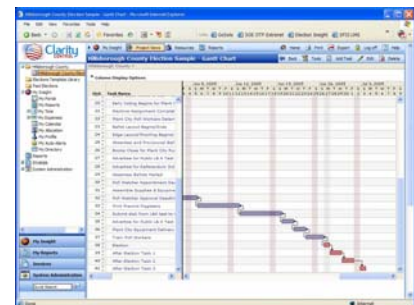
Have user set Task Alerts for notification of scheduled tasks.

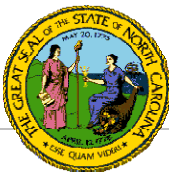
- A:** **Clarity CONTROL** allows administrators and authorized users to create task-level auto-alerts. This functions as a convenient notice of when tasks are scheduled to start, or when they are overdue providing users and administrators an extra warning about impending responsibilities.

REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL FOR ELECTION OFFICIALS

Provide a set of ready-to-use reports showing all aspects of the project development process at a glance.

- A:** **Clarity CONTROL** is unlimited in the number of reports that can be generated. In addition to the standard reports, an authorized user can run ad hoc reports and save them as custom templates for future use. The progress timeline of any project can be tracked through illustrative Gantt Charts that come standard with this tool.





REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL FOR ELECTION OFFICIALS

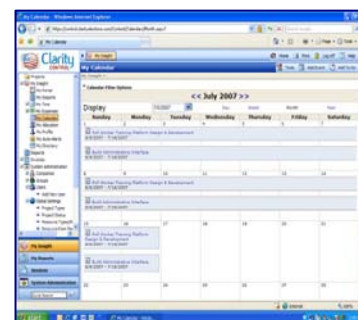
Provide a summary view for all projects, resource workloads, team member timesheets, estimated time vs. actual time and issue and request statistics.

A: Through the main portal in **Clarity CONTROL**, any user can easily see the active election projects, and the status of those projects. By drilling down into an election project, authorized users get a detailed view of resource workloads, timesheets, and other useful work load statistics.

REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL FOR ELECTION OFFICIALS

Provide a Calendar function that allows the user to view their schedule month by month or get the detailed daily view.

A: **Clarity CONTROL** comes standard with the ability for any user to view his or her calendar and get a view of what their day, week, month, or year looks like with regards to current active election projects. From that view, the user can drill down into a task on their calendar and update percent complete and authorized users have the ability to make changes to a task without having to go to another view.



REQUIREMENT #6 – ONLINE ELECTION PROJECT MANAGEMENT TOOL FOR ELECTION OFFICIALS

Be expandable to include:

The collaboration with our Customers that led to the development of CONTROL will continue with plans to expand the solution to include voting equipment inventory management, help desk tracking “issue look-up” and wellness check monitoring.

Voting equipment inventory management

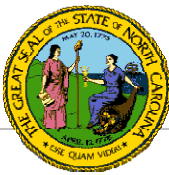
Working with elections administrators, **Clarity CONTROL** can be used to track inventory and give a health status of equipment delivery and quantity status.

Help Desk tracking system with “issue lookup” capability

Clarity CONTROL will be upgradeable to work with a variety of tracking issues and provide real time status with intuitive dashboard gauges to meet the needs of SOE Software customers.

Wellness Check monitoring

Clarity CONTROL currently works to provide elections administrators insight into the health of a given election project. Additionally, **Clarity CONTROL** will track wellness using risk factors and progress as a baseline measurement.

**REQUIREMENT #7 – ONLINE ELECTION NIGHT RESULTS REPORTING TOOL**

Prevent public access link to the system.

A: **Clarity ENR** Administrative interface is secured with SSL. ENR comes standard with the ability to display or not to display election results to the public at any time. There will be no physical link from tabulation systems for uploading of election results.

REQUIREMENT #7 – ONLINE ELECTION NIGHT RESULTS REPORTING TOOL

Provide a method to review the election night results prior to making live to the public.

A: **Clarity ENR** comes standard with the functionality to preview election results in their website format before making that view live to the public on the web. Public scrutiny of the accuracy of election results is at an all-time high and this tool provides the crucial ability to make sure everything is right before displaying results.

| Contest | Precinct | Ballot Type | Count | Percentage | Status |
|-----------|------------|--------------|-------|------------|----------|
| Contest 1 | Precinct 1 | Early Voting | 100 | 100% | Complete |
| Contest 1 | Precinct 1 | Early Voting | 100 | 100% | Complete |
| Contest 1 | Precinct 1 | Early Voting | 100 | 100% | Complete |
| Contest 1 | Precinct 1 | Early Voting | 100 | 100% | Complete |
| Contest 1 | Precinct 1 | Early Voting | 100 | 100% | Complete |
| Contest 1 | Precinct 1 | Early Voting | 100 | 100% | Complete |
| Contest 1 | Precinct 1 | Early Voting | 100 | 100% | Complete |
| Contest 1 | Precinct 1 | Early Voting | 100 | 100% | Complete |
| Contest 1 | Precinct 1 | Early Voting | 100 | 100% | Complete |
| Contest 1 | Precinct 1 | Early Voting | 100 | 100% | Complete |

REQUIREMENT #7 – ONLINE ELECTION NIGHT RESULTS REPORTING TOOL

Deliver detailed election results by vote type (absentee, precinct).

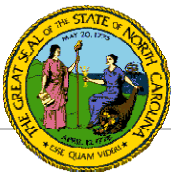
A: **Clarity ENR** provides web site visitors the capability to see results by vote type for each contest. This includes election day votes (precinct), early votes, absentee votes, and even provisional votes. Additionally, this sorting function is also available by precinct, allowing the public, media, candidates, and political parties to view election data at the most granular level available. (OPTIONAL for **Clarity ENR – County-level module**)

| Choice | Early Voting | Early Voting | Early Voting | Provisional | Election Day | Total | Percent |
|------------------|--------------|--------------|--------------|-------------|--------------|--------|---------|
| | Turnout | Turnout | Turnout | Post | Precincts | | |
| Topinka/Binkett | 0 | 0 | 0 | 0 | 38,800 | 38,800 | 43.49% |
| Blagovitch/Quinn | 0 | 0 | 0 | 0 | 40,573 | 40,573 | 45.59% |
| Whitney/Samuels | 0 | 0 | 0 | 0 | 9,742 | 9,742 | 10.92% |

REQUIREMENT #7 – ONLINE ELECTION NIGHT RESULTS REPORTING TOOL

Have the ability to send the election night results to a county web-site.

A: **Clarity ENR** tool can be utilized to show election night results on county web-sites.

**REQUIREMENT #7 – ONLINE ELECTION NIGHT RESULTS REPORTING TOOL**

Have the ability to send the election night results to the state web-site.

A: The **Clarity ENR** tool will be utilized to show county election night results on the state web-site.

REQUIREMENT #7 – ONLINE ELECTION NIGHT RESULTS REPORTING TOOL

Have the ability to pass the results data on a real time basis to the state central database.

A: The **Clarity ENR** tool will be utilized to send county election night results to the state's web-site.

REQUIREMENT #7 – ONLINE ELECTION NIGHT RESULTS REPORTING TOOL

Have the ability to produce canvass reports for the county canvass.

A: **Clarity ENR** produces multiple forms of data output, including the precinct detail of all vote types and races in Microsoft Excel (.csv) or XML formats. SOE Software will collaborate with the State to produce canvass reports for the county canvass. **(OPTIONAL for Clarity ENR – County-level module)**

REQUIREMENT #7 – ONLINE ELECTION NIGHT RESULTS REPORTING TOOL

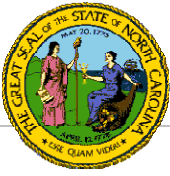
Have the ability to produce state canvass reports.

A: **Clarity ENR** produces multiple forms of data output. SOE Software will collaborate with the NC State to produce State canvass reports.

REQUIREMENT #7 – ONLINE ELECTION NIGHT RESULTS REPORTING TOOL

Provide support to automate cross checking of county canvass data in the state canvass.

A: SOE Software will collaborate with the NC State to explore possible solutions for this issue.

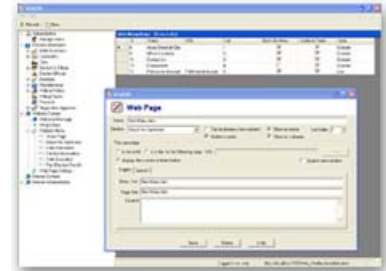


Requirement #8 – Online Election Information Management Tool

REQUIREMENT #8 – ONLINE ELECTION INFORMATION MANAGEMENT TOOL

Be easily customizable to the needs of each county.

A: **Clarity CONNECT's** web management tool provides an easy-to-use, non-technical solution for election administrators to display election information to voters, media, candidates, political parties and the public on a dynamic website with multiple functions. The simple user interface ensures that no special training (i.e. programming or html experience) is required to use the web management tool and it comes standard with instructional guides which include step-by-step instructions.



REQUIREMENT #8 – ONLINE ELECTION INFORMATION MANAGEMENT TOOL

Have a built-in ability to display multiple languages including English and Spanish.

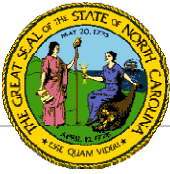
A: **Clarity CONNECT** provides election administrators with the capability to have multi-lingual content on their websites. Through the web management tool, administrative users can enter content in multiple languages for display. On the web page, visitors have the choice to view the content in whichever language they prefer.



REQUIREMENT #8 – ONLINE ELECTION INFORMATION MANAGEMENT TOOL

Provide a Candidate filing capability that captures the data necessary to log the information required by law for a candidate filing in North Carolina. Provide the ability to generate a form for the candidate to sign his/her declaration of candidacy.

A: **Clarity CONNECT's** web management tool provides the ability to facilitate and capture the necessary data for candidate filing. Once each candidate is entered, authorized users can post documentation on the web, specific to that candidate – including required filing forms.

**REQUIREMENT #8 – ONLINE ELECTION INFORMATION MANAGEMENT TOOL**

Display sample ballots for voters by address lookup

A: **Clarity CONNECT** provides personalized sample ballots by address lookup through its precinct finder tool. A web visitor receives an individualized sample ballot specific to their precinct after entering his or her address into the precinct finder.

**REQUIREMENT #8 – ONLINE ELECTION INFORMATION MANAGEMENT TOOL**

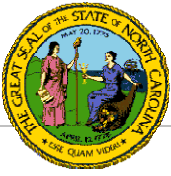
Display polling place and location information by address lookup.

A: **Clarity CONNECT** will provide a personalized experience for each visitor and display the polling place and sample ballot by referencing the address entered in the custom precinct finder tool. Additionally, once an entered address is validated the web visitor can see the elected officials and upcoming elections for that precinct.



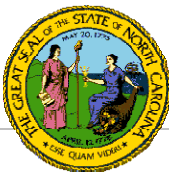
* **RESPONSE TO BUSINESS SPECIFICATIONS**

This section has intentionally been left blank in accordance with Bid Addendum to Bid Number 13-6974331- Questions 6 and 21. All information regarding the Business Specifications has been included in the above sections.



SECTION FOUR: ERRATA AND EXCEPTIONS

SOE Software does not have any at this time.



SECTION FIVE:

COPY OF VENDOR'S MAINTENANCE AGREEMENT

HOSTED ENVIRONMENT

ANNUAL SOFTWARE ASSURANCE AND SUPPORT

1. Software Assurance Services - Operations

The software assurance services (the "Assurance") provided by Licensor to the Customer hereunder are in consideration of the annual charge described in Exhibit A, unless otherwise specified herein. The Assurance shall consist of:

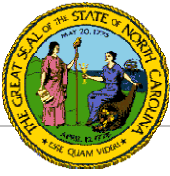
- 1.1 All day to day operations of hosted products will be managed by Licensor staff or its agents, including required operating system and system utility administrative tasks and system back up and recovery. This includes management of system logs, coordination and installation of operating system patches and upgrades and system tuning.
- 1.2 Licensor will act as the database administrator for the application. Licensor will perform data back-up and recovery activities, manage and control database access, monitor and tune database performance and implement any required database patches and/or upgrades. Daily incremental backups will be performed Monday through Friday, after standard business hours. Full database back-ups will be performed weekly, after standard business hours. Database patches and/or upgrades are implemented as required, after standard business hours.
- 1.3 All maintenance will be performed done by Licensor staff or their agents.
- 1.4 Use of Licensor's reasonable commercial efforts to correct errors in the licensed Software. Errors are defined as the failure of the Software to operate in substantial conformity to the applicable documentation provided by Licensor to Customer for such Software.
- 1.5 Licensor will manage and maintain other items necessary to Hosting Services, including Software, internal network, firewall, routers, servers and data transmission equipment (including Licensor's virtual private network (VPN)).

2. Support

- 2.1 Operations and Technical Support will be available Monday – Friday, 6:00 AM – 8 PM, Eastern Time ("Business Hours")
- 2.2 Access to after-hour support (8:00 PM to 6:00 AM PT Monday – Friday, plus Saturday – Sunday), will be available through our after-hours support team
- 2.3 Operation / Technical Support will cover data transfer and database / application availability issues
- 2.4 Operation and Technical Support will not cover end-use or analytical issues or questions

3. Bandwidth

- 3.1 Licensor will provide equipment and related software to send and receive data at approximately a 1 Gbps rate. However, Licensor cannot guarantee Internet latency and over-all Internet performance.



4. Redundancy

- 4.1 Primary Production Facility – Licensor will provide and maintain a fault-tolerant Tier One facility, including redundant power and communications.
- 4.2 Licensor will also provide an out-of-state failover facility, in case of massive failure of all redundant systems, with similar capabilities as the main data center.

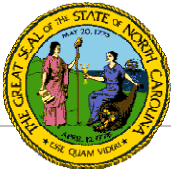
5. Security

- 5.1 Licensor will perform user ID and password management and dissemination. Access to Hosting Systems, Software and Ancillary Software will be coordinated with the Customer.
- 5.2 Licensor and Customer agree to set-up and use a mutually agreed upon data encryption mechanism to transfer data between the Licensor's and Customer's sites within thirty (30) days from the execution of this Schedule.

6. Additional Services

Customer may request Licensor to perform services of a different nature than, or beyond the scope of, those described above, and Licensor may provide such services ("Additional Services") and shall be compensated therefore by Customer at rates for such services as are customarily charged by Licensor. Examples of such Additional Services are:

- 6.1 Retrieval of data lost by hardware malfunction or operator error.
- 6.2 Operational support beyond the allocated four hours per incident.
- 6.3 Designing, programming, or testing of "customer specific" customization or requested enhancements.
- 6.4 Changes required to Customer's unique modifications to interface with updates to the standard version of the Software.
- 6.5 Additional training and instruction (other than what is provided with normal implementation).

**TECHNICAL SUPPORT ATTACHMENT**

TECHNICAL SUPPORT RESPONSE AND RESOLUTION LEVELS SHALL BE AS FOLLOWS:

| Severity Classification | Description | Response Time* | Resolution Time Standard** |
|-------------------------|---|---|--|
| 1 - Critical | <ul style="list-style-type: none">Business critical function is downMajor impact to Customer's businessNo workarounds exists | As soon as possible, using reasonable commercial efforts, but no more than 20 minutes | 4 hours^ |
| 2 - Major | <ul style="list-style-type: none">Business critical function is impaired or degradedThere are time-sensitive issues that impact ongoing productionWorkaround exists, but it is only temporary | 2 hours | 12 hours ^ |
| 3 - Minor | <ul style="list-style-type: none">Non-critical function down or impairedDoes not have significant current production impactPerformance is degraded | 1 business day | 4 business days^ |
| 4 - Low | <ul style="list-style-type: none">Non-critical, function down or impairedNo business impactGeneric Service Enhancements | 5 business days | Mutually agreed timeframe based on prioritization. |

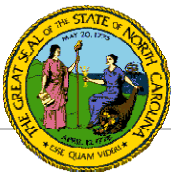
* Response Time is the elapsed time between Customer's first report of a problem and when the Vendor assigns a ticket number for the problem.

** Resolution Time is the elapsed time between Customer's first report of the problem and the problem in the Software has been resolved.

^ Level 1 – 3 issues may require resolution times that exceed these Response Time Standards. If fixes to level 1 – 3 issues are not resolvable within the timeframes listed above, Licensor will immediately notify Customer of the anticipated time to resolve the issue.

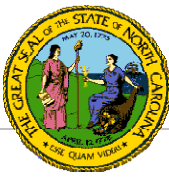
In the event that the issue is classified as a level 1 or level 2, Licensor will immediately assign a senior Product Developer to work exclusively on the issue. Additionally, the COO will be notified and the issue resolution will be given top priority. If the fix will require more than one business week to implement, Licensor and Customer will mutually agree on a resolution timetable and Licensor will provide updates at agreed upon intervals via email and/or telephone calls. Interim workarounds, if any, will also be communicated during the initial meeting and any subsequent communications should a workaround become available after the initial meeting.

Failure to meet the mutually agreed upon maintenance response timetable in the preceding paragraphs using reasonable commercial efforts will result, at the Customer's option, in triggering the Dispute Resolution provisions outlined in section 13.

**SERVICE LEVEL AGREEMENT**

1. Licensor may schedule no more than 5 hours per week for routine maintenance, back-ups and data loads. Licensor may or may not choose to use this time for maintenance, back-ups and data loads, but downtime in this period will not count against Licensor's service availability commitment. For major new releases Licensor may from time to time require longer planned maintenance window. In the case of longer planned maintenance due to major releases, Customer shall be notified twenty-four (24) hours in advance of any scheduled down-time. Release builds and routine maintenance will typically be performed on weekends between 7:00 a.m. Eastern Time Saturday morning and Sunday 12:00 p.m. Eastern Time. Occasionally, bug fix builds will need to be performed during the business week. If a bug fix build is required to be performed during the business week, it will take place after 9:00 p.m. Eastern Time.
2. The Hosting Services shall be deemed "unavailable" if Customer is unable for all practical business purposes to transmit data to or receive data from the Hosting Environment, provided that the inability to transmit and receive data is not due to problems with non-Hosting Environment equipment, services, communication lines, or other products.
3. Failure to meet Availability service levels will result in penalties and will not be considered a breach of this Agreement. Penalties will be calculated according to the following matrix if Licensor falls below minimum service levels detailed below. All percentages exclude planned maintenance.

| Availability | |
|---|---|
| Guaranteed System Availability Percentage | 99% of Total Hours Per Month (excluding planned maintenance referenced in 1.1 above) |
| Credit to Customer's Account | 3% of monthly fee for each 1% of the time period that the Services are down beyond committed levels |
| Penalty Cap | Maximum = Monthly fee |



SECTION SIX: SUPPORTING MATERIALS

Clarity TRAINING - ONLINE ELECTION WORKER TRAINING

Our Online Training Platform - **Clarity TRAINING** will integrate seamlessly with your current educational processes. This training platform was created with the assistance of Election Officials and customized specifically to assist their efforts to improve their trainees' retention of critical information. Inefficiencies in traditional classroom based training models have lead to the development of **Clarity TRAINING**.



UNIQUE LEARNING PLATFORM

SOE Software offers a cutting-edge learning platform

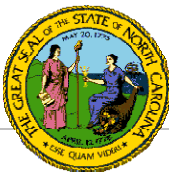
Benefits of the **Clarity TRAINING** platform built for Elections include:

- **Consistency** – Current training curriculum is converted into entertaining multimedia online content
- **Bandwidth Sensitivity** – All content is optimized to be used in any connectivity setting. Learner can select slow speed option which presents some training elements in alternative formats to video
- **No Additional Player Required** – Learner does not need to configure a media player - media in Flash format
- **Security** - Administration model displays appropriate training content based on assigned roles
- **Current** - Ability to customize content, text, graphics and media elements with built in editing tools
- **Feedback** - Surveys, polls and testimonials for continuous management
- **Bulletin Board** – Ability to post upcoming events and announcements
- **Recruitment** – An area where trainees can apply on-line
- **Support** – A Frequently Asked Questions (FAQ) section enhances support
- **Communication** - Blast e-mail capability to communicate with trainee database
- **Links** – An area for internet links to sites containing additional information, references or forms
- **Calendar** – Reminders for key election events, to do's and related date specific activities
- **Chat Rooms** – Moderated discussion areas that give learners the ability to raise questions
- **Assessment** – Tools to assess, measure, reinforce and refresh trainees
- **Certification** – Ability to print out trainee Certifications
- **Platform Scale** – Built for State-wide customers. Able to facilitate 150,000+ simultaneous users
- **Reinforcement** – Content is keyword searchable, courses can be reviewed
- **Management** – The platform can also manage the classroom assignment and planning process
- **Portable** – Learners can be uploaded from existing databases (SEAMS or other repositories)
- **Offline Content** – All content can be utilized from a local copy of the material on a laptop or desktop computer with a CDROM or DVD

“The Clarity Training suite enables us to manage fully editable content and present multi-media, user friendly training anytime, anywhere.”

*-Bruce Sherbet
Dallas County*

Elections Administrator



Clarity **CONTROL** – ELECTION PROJECT MANAGEMENT SOLUTION



The complexity of Election operations requires precision and visibility. SOE Software's **Clarity CONTROL** application has been built specifically for these requirements. The SOE Software team has spent years collaborating with Election Officials across the Country to build this application. **Clarity CONTROL** addresses the many short-comings of non-election based planning tools.

Some of the features include:

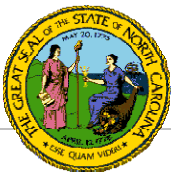
- **Dashboards** - Progress of work summarized for decision makers (i.e. absentee request processing, voter registration processing, voting equipment preparation, training status, and more)
- **Project Management** - Built for elections which allows for planning leading up to elections and after an election is over; the system can handle multiple elections simultaneously
- **Election Calendar** - Statutory events and existing election calendar pre-loaded. Able to filter by Election, Project, Department, or Team Member
- **Cost Management** - Integrated comprehensive tracking tool
- **Role Specific** - Views, tasks, notifications and security
- **Accessible** - Anytime, anywhere secure access via an Internet connection
- **Flexible** - Import and Export to Microsoft Excel, Outlook, and Project

Clarity **ENR** – ELECTION NIGHT RESULTS

Display captivating, in-depth statewide election results with **Clarity ENR**. This tool allows elections officials to display visually appealing, graphical results along with maps to illustrate voter turnout, totals by vote type, and results by precinct. With brilliant, colorful display this product is a must have for the public and the media on Election Night.



- **Informative** – Easy to understand results with graphical display make it simple for any web visitor
- **Powerful** – Multiple forms of data available for viewing and drilling into from precinct results to vote types
- **Secure** - Administration model displays appropriate training content based on assigned roles
- **Transparent** – Reports of election data can be downloaded by the public, media, candidates, and political parties
- **Verifiable** – Preview election results display before results are live to the public on the web
- **Customizable** – All string content within ENR is editable for personalized messages to language content
- **History** – Archive all previous results instantly through **Clarity CONNECT** for historical searches



Clarity **CONNECT** – ELECTION INFORMATION MANAGEMENT



Our unique website platform is customized to the elections industry and made to fit the needs of elections administrators and the public. Gain control of the information disseminated from your office with **Clarity CONNECT**. This information management system built for elections enables non technical staff to manage the presentation of information to the public (voters, candidates, political parties and media). This tool empowers election officials with the ability to manage their website without any programming or HTML coding experience necessary.

Customizable Presentation - Easily managed without "IT" experience

Multilingual Content – Facilitates the presentation of all information in unlimited languages (including character based languages such as Chinese)

Personalized Information - Displays visitor-specific views of their information by:

- **Polling Places**
- **Absentee Ball**
- **Sample Ballots**
- **Voter Pamphlets**
- **Candidate qualifying information**
- **"My" Elected Officials**
- **Upcoming Elections**

Automated Voter Registration Summary – Summary voter registration statistics are updated daily when connected with your voter registration program

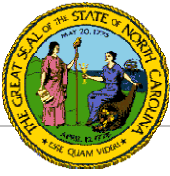
Interactive, Searchable Voter Statistics – Statistical information searchable by race, gender, party, precinct, and more

Polling Place Management – Visitor specific polling place information is delivered via name, address, directions and maps

Historical Archive – The elections archive feature allows instant access to previous results. This capability enables the web visitor to delve into prior outcomes searching by election, contest, candidate, year or combination of all

Dynamic Election Calendar – A fluid, dynamic illustration of all public events associated with your elections office

Security - Multiple levels of role-based permissions



SECTION SEVEN: OTHER INFORMATION

SUMMARY OF PRODUCT SUPPORT

Quality Assurance

SOE team members work closely throughout the implementation process to create applications that exceed expectations. Therefore, in order to help accomplish this goal, each step of the process will undergo an extensive quality assurance process with a seasoned QA team member to ensure quality is being met. The results will be relayed to the North Carolina State team through our weekly meetings throughout the phases of the project.

Problem Management

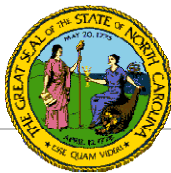
To manage the issues that arise during this process, The SOE Software Team will rely on Support Force, a web-based problem-tracking tool, as the primary means of logging problems when they are discovered either by phone or email (*see screenshot below*). The internal process is to log the problem into Support Force, assign a team member to solve the problem, notify you, the customer, as to the status of the problem and provide an estimated time for resolution.

Through the course of this and any other project, we run daily reports on outstanding issues and prioritize them based on severity and fast-track the items labeled by the team as critical. If we encounter a scenario where a problem is causing severe damage to the project health, the problem gets escalated to top priority where it will be resolved within 24 hours (*see Technical Support Response and Resolution Levels table on the next page*). As problems are resolved, we update the entry in Support Force and close the case, log the steps used to resolve the issue and notify the customer. Additionally, we enter the solution into a knowledge base as a reference for our customers who run into similar issues.

The screenshot displays the Salesforce Service & Support interface. The top navigation bar includes links for Setup, Help & Training, Logout, AppExchange, and Service & Support. The main header shows 'All Open Cases' for 'SOE SOFTWARE'. Below this, a table lists various support cases with columns for Action, Case Number, Contact Name, Account Name, Subject, Status, Priority, Date/Time Opened, Type, OnTime Defect#, and Case Owner. The cases are sorted by priority and date. A sidebar on the left contains a search bar, a 'Create New...' button, and a list of recent items including case numbers and titles like 'Cannot hear the videos' and 'ReleaseNotes_pr...'. A 'Recycle Bin' link is also visible at the bottom of the sidebar.

| Action | Case Number | Contact Name | Account Name | Subject | Status | Priority | Date/Time Opened | Type | OnTime Defect# | Case Owner |
|-------------------------------------|-------------|------------------|----------------------|--|--------|----------|--------------------|----------------|----------------|------------|
| <input type="checkbox"/> Edit Del | 00001462 | Support Training | SOE Training Support | My Courses Page | New | Critical | 2/22/2007 10:51 AM | Implementation | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001461 | Support Training | SOE Training Support | English Wording - To be revised | New | Critical | 2/21/2007 3:43 PM | Defect | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001460 | Support Training | SOE Training Support | Admin - Groups Structure for Manage Notifications | New | Critical | 2/21/2007 3:13 PM | Defect | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001459 | Support Training | SOE Software | Spell Check on Editor | New | Critical | 2/21/2007 11:01 AM | Implementation | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001458 | Support Training | SOE Software | Test - Create the functionality to have new question types | New | Critical | 2/21/2007 10:53 AM | Implementation | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001457 | Support Training | SOE Software | Survey - Create the functionality to have surveys | New | Critical | 2/21/2007 10:51 AM | Implementation | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001456 | Support Training | SOE Software | Admin - Add all buttons to top of pages | New | Critical | 2/21/2007 10:50 AM | Implementation | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001455 | Support Training | SOE Training Support | Export Tool for County Admin to Export Poll Worker Transcripts etc | New | Critical | 2/20/2007 1:58 PM | Enhancement | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001454 | Support Training | SOE Training Support | Admin Home Page - My Details | New | Critical | 2/20/2007 1:47 PM | Enhancement | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001452 | Support Training | SOE Training Support | Support Form | New | Critical | 2/20/2007 1:28 PM | Enhancement | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001451 | Support Training | SOE Training Support | Remove Ability to Assign Templates To a Course | New | Critical | 2/20/2007 1:27 PM | Defect | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001450 | Support Training | SOE Training Support | Page Title - Needs to Appear in the Course List of Lessons | New | Critical | 2/20/2007 1:26 PM | Defect | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001449 | Support Training | SOE Training Support | Clone Tests | New | Critical | 2/20/2007 1:25 PM | Enhancement | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001441 | Support Training | SOE Training Support | Shins / Templates for Platform | New | Critical | 2/16/2007 3:30 PM | Implementation | SSUPD | |
| <input type="checkbox"/> Edit Del | 00001440 | Support Training | SOE Training Support | Click to Activate Functionality Removal | New | Critical | 2/16/2007 3:25 PM | Defect | SSUPD | |

SOE's online Technical Support tool screenshot.



TECHNICAL SUPPORT RESPONSE AND RESOLUTION LEVELS

| Severity Classification | Description | Response Time* | Resolution Time Standard** |
|-------------------------|---|---|--|
| 1-Critical | <ul style="list-style-type: none"> Business critical function is down Major impact to State activity No workarounds exist | As soon as possible, using reasonable commercial efforts, but no more than 20 minutes | 4 hours ^ |
| 2-Major | <ul style="list-style-type: none"> Business critical function is impaired or degraded There are time-sensitive issues that impact ongoing activities Workaround exists, but it is only temporary | 2 hours | 12 hours ^ |
| 3-Minor | <ul style="list-style-type: none"> Non-critical function down or impaired Does not have significant current activity impact Performance is degraded | 1 business day | 4 business days ^ |
| 4-Low Impact | <ul style="list-style-type: none"> Non-critical, function down or impaired No business impact Generic Service Enhancements | 5 business days | Mutually agreed timeframe based on prioritization. |

* Response Time is the elapsed time between State's first report of a problem and when SOE assigns a ticket number for the problem.

** Resolution Time is the elapsed time between State's first report of the problem and the problem in the Software has been resolved.

^ Level 1 – 3 issues may require resolution times that exceed these Response Time Standards. If fixes to level 1 – 3 issues are not resolvable within the timeframes listed above, SOE will immediately notify State of the anticipated time to resolve the issue.

Quality Management

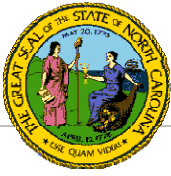
The SOE Software Team will provide a superior Quality Assurance technique to this process. Our Quality Assurance Process involves intensive testing before the product will be released as a first release or a bug fix. Using our online issues-tracking database we offer yet another level of customer service to you. This program serves as a conduit between our Quality Assurance Team and our Software Development Team as we test and refine products.

State Involvement

As with any installation of a new product, the level of user-satisfaction increases dramatically when our customers are 100% committed and involved in the process of design and implementation. To that end, we will work hard to communicate effectively with you to ensure a superior installation experience and a world-class support effort once you are using our products.

Technical Support

- **Scalable** – We have the ability to scale to support over a half-million (500,000+) election workers
- **Redundant** – Training is supported by two OC-192 Fiber Loops from Independent Providers which provide a network capability of at least 100Mbps burstable up to 1Gbps
- **Backup** – Web services and databases are all backed up every Monday morning at 3:00am to 5:00am EST; every morning of the rest of the week at 4:00am EST a disk-to-disk incremental backup, of any changes made to the Clarity Training platform or ancillary services, is performed
- **Continuity of Service** – All components are dual-homed and network convergence upon failure will not take more than 30 seconds in the worst case. Additionally, back-up switches are redundantly configured to provide the highest level of service continuity to customers. In case of total facility failure, we employ an out of state fail-over Data Center in Louisville, KY.



SECTION SEVEN: OTHER INFORMATION

KEY PERSONNEL

BRUCE BENNETT, Chief Operating Officer

Bruce is the COO of SOE Software and has more than 25 years of experience providing solutions to both government and private sector clients. His most recent experience includes directing the successful implementations of more than twenty online training platforms for election jurisdictions in 6 states.

Bruce is responsible for the daily operation of the company and all personnel involved in the many projects that are running simultaneously. His experience with managing large online training implementations makes him an integral part of a very strong team.

Private sector clients he previously oversaw projects for include General Dynamics, Raytheon, Harris Information Systems, IBM, AT&T, MCI, and Motorola.

Areas of Responsibility: Team Lead

Past Experience: 24 Jurisdictions Implemented

Time With Company: 3 Years

Education: BS - Computer Science, University of Texas El Paso

JENIFER BOSWELL, Director of Account Management

Jenifer has implemented Clarity Training for over 20 counties in 6 states. Through information sessions with elections administrators from across the country, she led the development of the Clarity Training product into a multi-faceted and universally adaptable platform.

Jenifer is been responsible for training the poll worker training officials and maintaining the approved training content for each customized training platform.

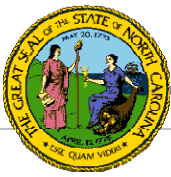
Through her experience as an account executive with large companies with Domestic as well as International accounts, Jenifer developed the necessary skills to successfully manage successful implementation projects and maintain strong relationships with key customers.

Areas of Responsibility: Clarity Training Lead

Past Experience: 24 Jurisdictions Implemented

Time With Company: 3 Years

Education: B.S. – Business, University of South Florida

**DEREK WILLIAMS, Director of Project Management, PMP**

Derek Williams has 10 years of Information Technology experience across the Government and Financial sectors. He is a certified Project Management Professional (PMP) with numerous years of management experience. Derek has successfully led multiple high profile governmental projects during his career. He has also led the implementation effort of establishing CMM Level 3 process and procedures across multiple organizations.

Derek serves as the overall project manager for SOE Software. He is the principal planner and organizer of all large implementations and is responsible for allocating appropriate levels of resources for each project.

Derek's experience has given him the skills necessary to handle large scale implementations of software products to clients on or before scheduled delivery dates with maximum efficiency.

Derek will be located in our North Carolina office starting in September.

Areas of Responsibility: Project Management Lead

Past Experience: 20 Jurisdictions Implemented

Time With Company: 3 Years

Educational Background: B.S. - Business Information Systems, University of North Carolina

KENT PERRY, Lead Instructional Designer

Kent has more than 10 years of experience in the analysis, design, and development of eLearning applications. He holds a Master of Education Degree in Instructional Technology. He has previously served as a Quality Assurance Manager for Instructional Design, where he led an international team of designers on multiple projects. Additionally, he has worked as a computer-based training lead consultant for Procter & Gamble and the Tribune Company.

Kent oversees the development of all training curriculum and organization of content within the Clarity TRAINING platform. Once materials are gathered from the client, Kent is responsible for organizing and formatting the content for upload into the online training tool.

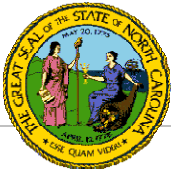
Kent's experience in Instructional Design and working with document design professionals make him well equipped to meet deadlines and ensure that the content is understandable for all students.

Areas of Responsibility: Instructional Design and Technical Writing Oversight

Past Experience: 24 Jurisdictions Implemented

Time With Company: 2 Years

Educational Background: M.Ed. – Instructional Technology, University of West Florida

**ALLISON POPE, Quality Assurance Manager**

Allison has 4 years of experience working in the field of IT with a focus on quality assurance for software products. Allison has CMM Level 3 experience, SDLC Project Development experience – (Support CMM Level 3 Software Development Life Cycle standards) and has had Formal Training in Systematic Software Testing and Mastering Test Design.

Allison is the Quality Assurance Manager for SOE Software and oversees the process of customer issues with software and verifying the quality of our products with existing versions and new releases.

Allison worked for John Hancock Financial as a Quality Assurance Analyst focused on web based application and mainframe testing.

Areas of Responsibility: Quality Assurance Lead

Past Experience: 15 Jurisdictions Implemented

Time With Company: 2 Years

Educational Background: B.S. – Management Information Systems, University of South Florida

KALPANA GADE, Quality Assurance

Kalpna has nearly 5 years experience as an IT quality assurance specialist. Additionally, she has over 4 years of experience in SDLC, Testing Life Cycle, writing Test Plans, Test Cases, documentation and automation of testing using Win Runner, QTP, Test Director and Clear Quest in Client/server, Midrange, Mainframe and Web based applications.

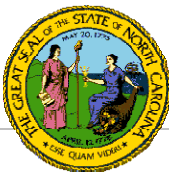
Kalpna assists with the testing and maintaining of all SOE Software products, including Clarity TRAINING. Her vast QA experience with private sector organizations gives her the ability to manage the variety of

Areas of Responsibility: Quality Assurance

Past Experience: 15 Jurisdictions Implemented

Time With Company: 2 Years

Educational Background: B.S. – Computer Science, Osmania University, M.B.A in HR & Finance

**STACIE MANRIQUE, Customer Care and Support Manager**

Stacie has extensive Quality Assurance and Account Management experience. Her previous experience stress testing software for Fortune 500 companies has contributed to her Account Management acumen.

Stacie is responsible for training and management of all customer care activities related to online training support.

Stacie has directed the implementation for election jurisdictions in 3 States. Stacie maintains an active relationship with each of her Accounts proactively monitoring their use of SOE Software products.

Areas of Responsibility: Customer Care

Past Experience: 20 Jurisdictions Implemented

Time With Company: 2 Years

Educational Background: B.S. – Management Information Systems, University of South Florida

MICHAEL GREENMAN, Project Implementation Services

Michael has worked in the field of elections for the past 5 years in various roles including Director of voter education outreach and candidate qualifying manager. In 2006, Michael successfully planned and executed the Get out the Vote (GOTV) Voter Education Plan for Pinellas County which focused on registering citizens to vote and teaching them how to use Touch Screen Voting Machines.

Michael oversees the planning of implementation projects and is the account manager for the election project management software, Clarity CONTROL.

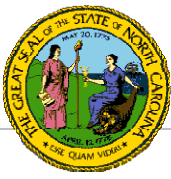
Michael has previously led research projects on voting methods, election legislation changes, survey of voter opinions following implementation of new voting machines in Florida.

Areas of Responsibility: Project Management

Past Experience: 10 Jurisdictions Implemented

Time With Company: 2 Years

Educational Background: M.P.A, University of South Florida



SECTION SEVEN: OTHER INFORMATION

SYSTEM TRAINING

SOE Software will provide training at various levels according to user type. 18 Full Day training sessions will be provided. These sessions will be organized with the State's Project Manager's assistance. The intension of these sessions is to provide an application focused training session specific to the audience (State Administrator(s), County Administrator(s), State User(s) or County User(s), etc.).

Following initial training, any additional face to face instruction will be available at the cost stated. Training material consists of online documentation available anytime that users can print or read online. Classroom based and printable documentation will be further complemented by on-going training and support frequently conducted through Web conferencing, and Computer-Based Training (CBT).

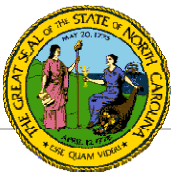
Training Levels are as follows:

CLARITY TRAINING

| Training Level | Description | Type & Format | Training Time |
|---|--|--------------------|---------------|
| Admin | <ul style="list-style-type: none">Administrative overviewAdministrative functionsEnd-user training | Tutorial/Classroom | 2 days |
| Technical Support | <ul style="list-style-type: none">Administrative functions overviewEnd-user training | Tutorial/Classroom | 2 days |
| Election Workers/ Poll workers | <ul style="list-style-type: none">End-user training | Online self-paced | < 2 hours |

CLARITY CONTROL

| Training Level | Description | Type & Format | Training Time |
|--------------------|---|-----------------------------------|---------------|
| All Users | <ul style="list-style-type: none">Product overviewTask gatheringEnd-user training | Tutorial/Classroom, Area Focus | 2 days |
| Admin Users | <ul style="list-style-type: none">Administrative functions overviewAdmin-user training | Tutorial/Classroom | 2 days |

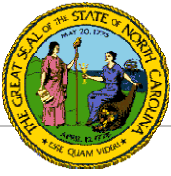


CLARITY ENR

| Training Level | Description | Type & Format | Training Time |
|----------------|--|---------------|---------------|
| All Users | <ul style="list-style-type: none">Product overviewVoting system customizationEnd-user training | Tutorial | 2 days |
| Admin Users | <ul style="list-style-type: none">Administrative functions overviewAdmin-user training | Tutorial | 2 days |

CLARITY CONNECT

| Training Level | Description | Type & Format | Training Time |
|----------------|---|--------------------|---------------|
| All Users | <ul style="list-style-type: none">Product overviewWeb management training – basic userEnd-user training | Tutorial/Classroom | 3 days |
| Admin Users | <ul style="list-style-type: none">Administrative functions overviewWeb management training - adminAdmin-user training | Tutorial/Classroom | 3 days |



SECTION EIGHT: BID ADDENDUM